

Chemist & Druggist

January 19 1974

THE NEWSWEEKLY FOR PHARMACY

BIG Karvol
bonus



**Up to 15
for the price of 12!**

Extra bonus coupon and details inside



Sunglasses
SPECIAL
SUPPLEMENT

**'Care prices
beat the
multiples'**

**Record year
for Wellcome**

Big Karvol bonus

Karvol inhalant capsules rapidly relieve stuffy noses. Especially for children at night, KARVOL inhalant capsules can be squeezed onto a handkerchief and the hanky inserted into a pyjama pocket or fastened to a nighty. KARVOL is inexpensive and suitable for both adults and children.



Karvol Bonus Offer

	Cost	Usual Profit	Bonus Profit Terms
On an order of 6 dozen (14 to the dozen)	£6.12	£3.96	£5.64
On an order of 1 gross and over (15 to the dozen)	£12.24	£7.92	£12.96

Presentation Packets of 10 capsules each containing Menthol BP 39.5 mg, Chlorbutol BP 30 mg, Cinnamon Oil BPC 12.3 mg, Pine Oil 85.5 mg, Terpinol BPC 67.4 mg, Thymol BP 3.2 mg.

Post this coupon to **Karvol Bonus**, The Crookes Laboratories Ltd., Basingstoke, Hampshire.

Please send me * 6 doz/12 doz/ doz/Karvol inhalant capsules plus my **Free bonus** to:—

Name/
Delivery address

Invoice me through the following wholesalers address

Offer closes 15th February 1974

* Delete as appropriate

The newsweekly for pharmacy

19 January 1974 Vol. 201 No. 4896

115th year of publication

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Benn »

Official organ of the Pharmaceutical Society of
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Northern Ireland

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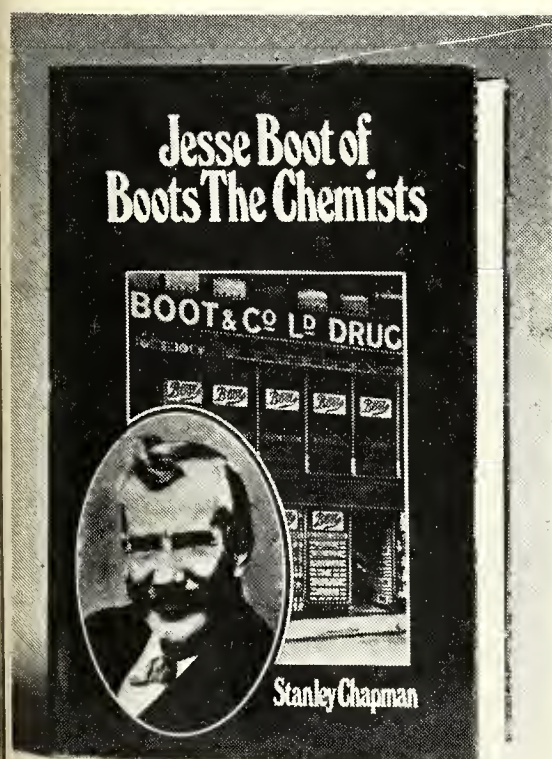
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A new book on Jesse Boot is published
next Monday (see p 48)

Subscription Department: Lyon Tower, 125 High Street, Colliers Wood,
London SW19. Telephone, 01-542 8575. **Subscription:** Home and
Overseas £10 per annum 30p per copy (including postage)

How the shortage of basic raw materials may affect **Vibramycin**^{*}

brand of doxycycline *Trade Mark

Due to the shortage of basic raw materials, changes in the packaging of Vibramycin may become necessary. The most likely changes are as follows:—

- (1) For a limited period, **gold-foil** push-through packs of 10 may have to be substituted for the customary **silver-foil** packs of 10.
- (2) The code marking of Vibramycin Capsules (VBM 100) may have to cease during the period of shortage and plain capsules issued in lieu.

We wish to assure you that no change whatsoever will be made to the active ingredients or bio-availability of Vibramycin.

 **PFIZER LIMITED**
SANDWICH, KENT

Comment

Unit doses for all?

The question of unit dose dispensing seems to be gaining ground in this country. Already some hospitals are experimenting with a drug delivery system based on unit doses, but studies of the use of such a system outside the hospital environment seem not to have been undertaken.

Last week the Institute of Packaging, Fountain House, 1a Elm Park, Stanmore, Middlesex, published a report (£4.00) of the proceedings at its conference "Unit packaging for pharmaceutical preparations", held last September. Many problems in the area have still to be resolved, but conference speakers suggested that future development lies in the hands of the Department of Health, which would ultimately have to pay for it.

One US study predicted that four-fifths of hospital sales will be unit packaged in 1975, with half the prescription market and more than one-third of the proprietary market similarly packaged. Although such a prediction is likely to be generous, it gives an indication of what could happen here.

The considerations for unit packs in retail pharmacy are different from those in hospitals, however. Outside of hospital, considerations such as original pack dispensing, the needs of the geriatric patient, child-resistant packaging, and deterring those with suicidal ideas are important—factors which do not apply to the same extent in hospital.

Dr Brian Bond, controller of analytical stability and packaging studies, Sterling Winthrop research and development division, suggests there are therefore two alternatives in the development of unit packaging: the first is to limit it to hospitals with their associated high cost; the packaging form would itself not

require child-resistant properties and there would be no need to take into account geriatric patients; the second alternative is to make unit packaging more universal and involve all the previously-mentioned parameters, with a necessary increase in the total drug bill but with less of an increase to hospitals.

Thus ultimate responsibility for any real advent of unit packaging must lie with the Department's control over the purse-strings. Dr Bond suggests that if the decision was to introduce the concept into retail pharmacy and to associate it with original pack dispensing, then it would be the Department's responsibility to restructure the pharmacist's reimbursement for dispensing medicines.

Obviously there are many more—and practical—considerations involved; storage space, labelling, and drug stability immediately come to mind. Also of relevance are doctors' and patients' acceptance of the dosage form. But the time has surely come for the future of the concept to be discussed between all the parties concerned. Guidelines must be produced which will determine the role of unit packaging in the future—the introduction must not be left to the individual whim of the industry, the exchequer or any other sector.

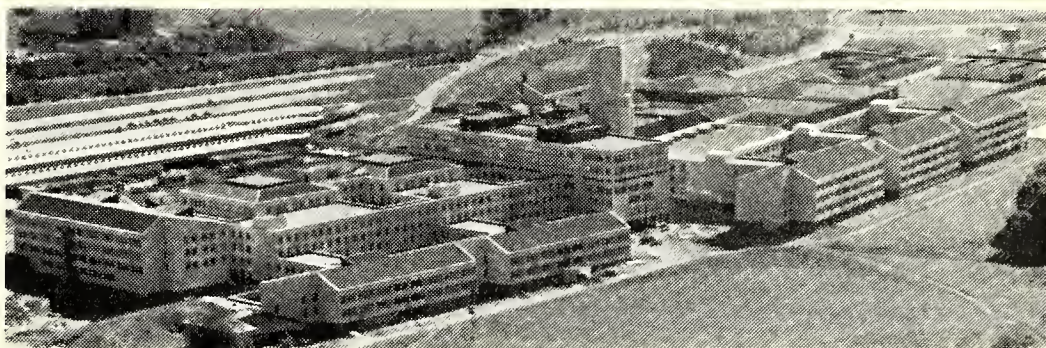
But unit dose packing will also have to be considered in the broader context of the current environmental situation, and the need to husband our resources. An increasingly vocal group in the community believes that we can no longer be a throw-away society and that some means of recycling materials must be more widely practised. In medicine, however, the overriding need is for accurate and effective doses of the potent drugs now in use.

Pharmacy at new hospital hit by shortages

The pharmacy department in the new £22½m Ninewells Hospital and medical school complex at Dundee will be functioning when the first patient enters the hospital—in spite of shortages of some commodities.

Mr J. D. Appleton, regional pharmacist, Eastern Regional Hospital Board, Scotland, said the pharmacy was suffering from national shortages aggravated by the present crisis at the time of opening of the new hospital. The first patient is due to enter the hospital on January 31.

Outlining the pharmacy's service, Mr R. Leach, area pharmacist, said that inpatient services, intravenous fluid and small volume sterile products sections would be operating and some quality control functions would be performed. Later a drug information service would be set up which could also be used by retail pharmacist, and the department hope to study the use



Aerial view of the new hospital at Dundee

of unit dose strip packaging in the hospital. The department will also be collaborating with Professor J. Crooks' department of pharmacology and therapeutics—which has moved from Aberdeen to Ninewells—on computer drug profile studies.

History of photography international group

An international working group has been set up to discover how many people are interested in the history of photographic

and motion-picture equipment, pictures and publications. The group, whose chairman is Dr S. C. Laurent Roosens of the Sterckshof Museum in Belgium, has been set up under the auspices of Europhot.

Readers who may be able to help and who wish to receive a questionnaire are invited to contact Mr Stanley W. Bowler, Hon FRPS, 172 Forest Hill Road, Honor Oak, London SE23 3QR, who will be dealing with the investigation in Britain. No financial obligations are involved and the information provided will be treated as confidential — only statistics are being sought.

Care prices 'beat the multiples'

A customer buying one of each of the proprietary products in Care chemist's first national promotion (*C&D*, December 22-29, 1973, p 847) from any participating retailer during the period January 21-February 2, would pay £2.29½ and the same articles from Boots Ltd (as at January 12) £2.58½. In other words the customer would save £0.29. A comparison of Care prices with Tesco shows a saving of £0.26 on those items which are stocked by Tesco.

These facts emerge from a table prepared by Independent Chemists Marketing Ltd and introduced to the Press by the company's managing director, Mr A. Trotman and chairman, Mr D. Sharpe on Tuesday.

Price comparison in p (London sample), Care promotional prices are:

	Care (Jan 21- Feb 2)	Boots (as at Jan 12)	Tesco (as at Jan 12)
Wilkinson			
blades (5s)	17	19	18
Johnson's baby			
powder large	22	23	25
economy	28	30	NA
Mum Rollette			
(28cc)	21	24	25
(re-fill 28cc)	19	21	21½
Nutriplan soup			
(3 sachets)	30	34	36
Poly Color	25	28	NA
Wright's Coal Tar			
soap, toilet	7	8	8½
bath	10	12½	12½
Wright's soap —			
herb, toilet	7	8½	NA
bath	10	12½	NA
Harmony shampoo			
(standard)	11½	13	15
hair spray			
(large)	22	25	24

NA=Not available.

□ The Care scheme has already been taken up by more than 2,000 chemists in the UK.

'Win a holiday' for medicines purchasers

Co-operative Society pharmacies and drug stores begin a five-week "Beat the British winter" campaign on January 21—spearheaded by a consumer competition that offers 50 spring holidays in Majorca, among prizes totalling £5,000. Shoppers who purchase any of the promoted pharmacy products are invited to answer five questions on winter health and add their own health tip for keeping the family well this winter. They qualify to enter by purchasing any of a range of selected family health products, including: Beechams Powders, Veno's, Mac, Menthalin, Vase-

line Intensive Care lotion and Liquid Radox.

The campaign starts the "year of the Co-op chemist", in which a national "facelift" programme for pharmacies and drugstores links with press advertising on health and beauty products.

Labour Party confirms its 'takeover' plans

The Labour Party is pushing ahead with its plan for nationalisation of the pharmaceutical industry.

The Party issued a campaign document last week. Point eight includes the statement "we shall also take over profitable sections or individual firms in those industries where a public holding is essential to enable the Government to control prices, stimulate investment, encourage exports, create employment, protect workers and consumers from the activities of irresponsible multinational companies, and to plan the national economy in the national interest. We shall therefore include in this operation, sections of pharmaceuticals. . ."

The document also states Labour's intention to set up "a National Consumers Authority" — with adequate finance — "to redress the balance between the consumer and the manufacturer and seller".

Emergency: treatment of wholesalers inconsistent

The position of wholesalers regarding exemption from the electricity control Order is still uncertain.

Mr E. R. Leaver, secretary of the National Association of Pharmaceutical Distributors, has applied to the Department of Trade and Industry for a general exemption for all wholesalers but has so far received no acknowledgement. He said all the Association's members have applied individually on a regional basis for special licences, which have been granted in some cases but not in others. Mr Leaver says there appears to be no consistent basis for the Department's decisions as virtually identical wholesalers have been given different answers.

Oxygen remuneration rise delayed

A reply to the Central NHS Committee's claim for rationalisation of the remuneration structure of the oxygen therapy service had been received from the Department of Health. However, considerable concern was expressed at the Committee's January meeting at a statement that it might not be possible to meet the Com-

mittee's timetable. It was decided to make it clear to the Department that the Committee would expect an "on account" increase if that was so.

A claim for an increase in the container allowance to take account of increases in the prices charged by manufacturers has been submitted to the Department. However, no reply had been received at the time of going to press on the claim for an additional allowance to be paid where, because of the container shortage, a contractor is compelled to supply two bottles where one bottle would normally be used.

Following a question raised in Parliament, a letter had been received from the Department asking if the Committee would care to make any suggestions towards defining appropriate criteria to be used as a basis for discussing the provision of collection and delivery services. The Committee agreed that suitable criteria would be:—

- that the collection and delivery services should be restricted to rural areas, or
- areas where unusual circumstances justify such a service, and
- that the Executive Council approve the proposed service, and
- that only chemist contractors willing to undertake such a service should be required to provide it.

Representations would be made that in rural areas chemist contractors should be given the opportunity to provide a collection and delivery service before doctors in the area were permitted to commence dispensing under the provisions of Regulation 29 of the National Health Service (General Medical and Pharmaceutical Services) Regulations 1972.

NI sodium chlorite controls

The Explosives Regulations (Northern Ireland) 1973, which came into force on December 15, impose controls on sodium chlorite. It is an offence for anyone to manufacture, sell, acquire, transfer, store, transport, handle, use or dispose of the substance except under licence from the Ministry of Home Affairs, Room 309, Dundonald House, Belfast BT4 3SU.



After the ceremony, Mr Albert Howells and his bride (née Renate Just) outside St Andrew by the Wardrobe church on Saturday. A number of pharmacist friends of the couple were present at the wedding. Mr A. Aldington was the best man. The reception was held in the Apothecaries' Hall.

WINTER'S BEST SELLERS!



Colds and flu, coughs, sore throats, aches and pains . . . for each there's a top-selling Beecham Remedy that will sell even better this year. The reason? Beecham's record-spending new television and press campaigns added to threats of Tokyo flu and hard weather forecasts. Check stocks and displays *now* – and benefit from demand, advertising and Beecham's active support of price maintenance.

BEECHAM HOME MEDICINES- BEST SELLERS ALL ROUND

Beecham's Powders
Tablets, + Hot Lemon
Phensic Tablets
Macleans Indigestion Remedy
Powder, Tablets
Iron Jelloids
Fynnon Calcium Aspirin
Tablets
Cephos Powders, Tablets
Ellimans Embrocation

Germolene Ointment,
Footspray, Plasters, New-Skin
Setlers Tablets
Venio's Standard and Honey & Lemon
Fynnon Salt
Dinneford's Gripe Mixture
Yeast-vite Tablets
Phosferine Tablets, Liquid
Fynnon Spa Bath Salts and Liquid
Beecham's Pills

All Fresh Clean-up Squares,
Baby Bottom Wipes
Eno 'Fruit Salt'
Germoloids Ointment,
Suppositories, Moist Toilet Tissues
Phyllosan Tablets
Ashton & Parsons Powders
Mac Lozenges
Night-nurse (Southern, London T.V.)
Diocalm Tablets

BEECHAM PROPRIETARIES, Beecham House, Great West Road, Brentford, Middx. Tel: 01-560 5151

MIGRA-RELIEF!

only a migraine sufferer can tell you what it means!



Migraleve . . . Hailed by many migraine sufferers as the first treatment to give them appreciable relief from the distressing symptoms of Migraine.

Migraleve . . . Discovered and developed by a pharmacist—himself a migraine sufferer—after a prolonged systematic search for a safer, more tolerable, more effective treatment than ergotamine-based preparations.

Migraleve . . . Confirmed by British clinical trials as a most effective and well tolerated treatment, preferred by a majority of patients to ergotamine or analgesic treatments.^{1 2}

Migraleve . . . The only OTC product with a proven specific anti-migraine effect.

Migraleve . . . A product you can recommend for its safety, its effectiveness, its proven benefits—relief of symptoms and prevention of attacks.

non-ergotamine

Migraleve

Migraine sufferers will thank you for a recommendation

1. *Practitioner* (1973), 211, 357.
2. *Medical Digest* (1973), 17, 7

Packs:

12 tablet Duo-pack (8 Pink and 4 Yellow Migraleve tablets).

24 tablet Duo-pack (16 Pink and 8 Yellow Migraleve tablets).

Supplementary packs of 12 Pink tablets or 8 Yellow tablets are also available.

Each Pink Migraleve tablet contains Buclizine dihydrochloride 6.25mg, Paracetamol B.P.500mg, Codeine phosphate 8mg, Diocylsodium sulphosuccinate 20mg.

Each Yellow Migraleve tablet contains Paracetamol B.P. 500mg, Codeine phosphate 8mg, Diocylsodium sulphosuccinate 20mg.

Full information and samples available on request from:



**INTERNATIONAL
LABORATORIES
LIMITED** Ethical Division

LINCOLN WAY · WINDMILL ROAD · SUNBURY-ON-THAMES · MIDDLESEX, TW16 7HN.
Telephone: SUNBURY-ON-THAMES 87411 Telegraphic: PARMINTUS, SUNBURY-ON-THAMES.

Here it comes again—
the Season for coughs
and colds!



Stock up NOW
with
Fennings
100 YEARS IN THE MANUFACTURE
OF PROPRIETARY MEDICINES

FENNINGS
Lemon flavoured **MIXTURE**
for feverish colds and influenza.

FENNINGS Little Healers
the pocket remedy for speedy relief
of coughs with colds.

FENNINGS
Adult **Cooling Powders**
for the relief of pain, headaches
and mild feverish conditions.



CONGREVE'S

Balsamic ELIXIR the quick-
acting relief for Bronchitis, Bronchial
Catarrh and the after effects of Flu!

Your wholesaler can supply NOW.

Fennings
PHARMACEUTICALS
HORSHAM SUSSEX
Telephone: 0403 3427

Make the most of the Biggest National Aronde campaign ever!

**SEEN BY
53,000,000
READERS**
More than TWICE last years figure

In the big National newspapers, Aronde advertisements will be seen by 7,735,000 women in the *News of the World*, 6,489,000 women in the *Sunday People*, and 4,367,000 women in the *Sun*. 19,114,800 fashion conscious women will see Aronde in *Vogue*, *Woman's Realm*, *Woman's Weekly*, *Woman and Home*, *Woman's Weekly Libraries*, and *Miss London Weekly*. And some 15,415,000 women will see advertisements in the Big Two women's weeklies, *Woman* and *Woman's Own*.

Multiply all these by the number of insertions, and that adds up to a staggering 2,865 million chances of seeing the most fantastic and influential Aronde campaign ever! And that means bigger and better sales than ever! So stock up now, and be ready to meet the demand!

WEEKLY FOR WOMEN NOV 11 1973 7p
woman

NOVEMBER 10 1973 7p
**Woman's
OWN**

Sunday People

NOVEMBER 10 1973 7p
NEWS OF THE WORLD

SEPT 1 30p
VOGUE

**THE
Sun**

aronde

Columbia Products Co. Ltd.,
Sherbourne Avenue, Binstead,
Ryde, Isle of Wight.
Tel: Ryde 3761

Please send a representative to tell me more about
Aronde, and Aronde special offers.

NAME

COMPANY

ADDRESS

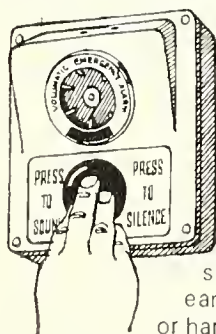
CD/19/1/74

Volumatic Security Products



Volumatic Cash Carrying Cases

When snatched from the carrier, sounds an ear piercing audible alarm and sends off clouds of dense orange smoke. The cash is stained and made useless to the thief and the carrier is protected by a year's free insurance. It's a foolproof way to carry cash. Available in three sizes.



Volumatic Emergency Alarm

A multi-purpose portable audible alarm for floor or wall mounting; gives immediate 'press to sound' and 'press to silence' operation with ear piercing signal. Foot or hand operated.

Volumatic Stoplifters Bright deterrent orange signs for hanging in retail sales areas. Each sign carries powerful anti-pilferage slogan on either side. A sure way of deterring the casual and impulse pilferer. Low in cost.

**SHOPLIFTING
IS AN OFFENCE
WE ALWAYS PROSECUTE**

All Volumatic security products are manufactured under stringent quality control and research is being conducted into the improvement of existing products and development of new products, particularly in the retail security field. We are always happy to discuss specific security projects with customers. All Volumatic products are backed by a one year written guarantee and a free deterrent notice issued with all retail security products.

Solve your security problems now – send for literature today. Cut out this advertisement, attach it to your letter heading and return it to us or just write.

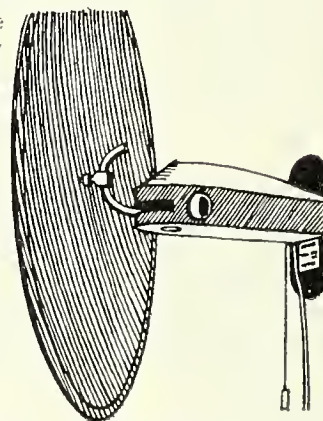
If you feel your store has special security problems, please don't hesitate to write or phone – our advice is freely available.

Volumatic Limited – leaders in retail security



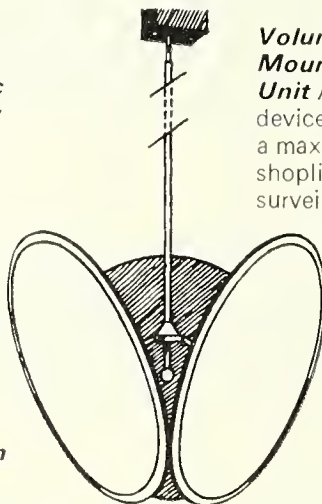
**Volumatic Limited
Dept CD
Taurus House
Kingfield Road
Coventry CV6 5AS England
Telephone (0203) 84217/8/9**

Volumatic Security Scanning Arm The ultimate shoplifting deterrent, an electrically driven arm onto which convex mirrors can be mounted. Moves the mirror in a 120 degree sweep every 20 seconds. The mirror's movement maximises the deterrent of the convex mirror and gives added surveillance. Neat, modern and highly effective.



Volumatic Ceiling Mounted Deterrent Unit

A new security device designed to provide a maximum deterrent to shoplifters by constant movement of multi-angle surveillance mirrors.



A ceiling mounted arm on which are mounted three convex mirrors is driven in a circular motion by an electric motor. Can be fixed either to conventional or suspended ceilings. All the mirrors and the suspension tube in bright Volumatic deterrent orange. A fraction of the cost of similar products.

Volumatic Anti-Pilferage Mirrors

Volumatic new generation circular convex mirrors with a bright orange 'halo' trim are the most effective low cost method of pilferage control; three diameter sizes 16 in., 24 in. and 34 in.; tough glass fibre backing makes them virtually unbreakable.

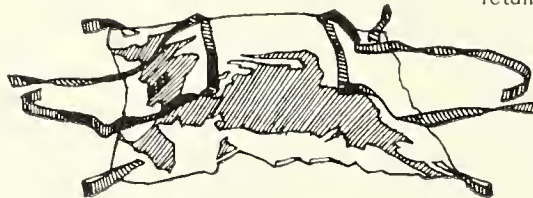
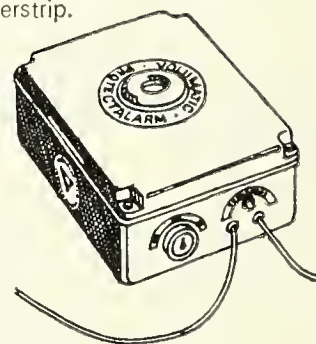
For tight corners, the Volumatic Slimview mirror is the answer. Oblong in shape it measures 24 in. wide by 16 in. deep. Bright Volumatic orange trim for added deterrent effect.

Volumatic Two-Way Observation Mirrors give discreet surveillance of high pilferage risk areas.

Available clear and indistinguishable from ordinary mirrors, or with Venetian silverstrip.



Volumatic Protectalarm An entirely new, battery operated loop alarm system that provides an unbeatable method of preventing the theft of merchandise on open display. Requires no maintenance and running costs are virtually nil. Supplied with coaxial cable that cannot be bridged. Automatic re-setting of alarm. Powerful audible signal. Applications in all types of non-food retailing.



Volumatic Bomb Blanket

Designed to contain the blast from expedient (home made) bombs. Gives 16 sq. ft. coverage. Already in use by department stores and some public utilities. Designed to be placed over the bomb until disposal experts arrive.

Volumatic Protectachain Chrome finished neat, flexible ball-link chain for securing goods on open display. Very low in cost. Case studies show it can totally eliminate pilferage.

made to make you profit

Hopeful forecast for Craigavon venture

Despite making a profit of £1,567 in the year ended March 31, 1973, the Craigavon health centre pharmacy is still denied the full potential of the area it serves, according to the directors of Northern Pharmacies Ltd. Only one doctor practises at the centre (there is a vacant practice), many patients continue with doctors outside the new town, and those employed outside Craigavon seldom have reason to use the pharmacy's service.

However, the directors say with the transfer to premises forming part of the permanent health centre building, etc sales are likely to increase steadily—suites for five doctors would be available. Although this means additional staff and increased expenses, the directors expect a further improvement in profitability in the year 1973-74.

Counter sales at £4,875 represented 25 per cent of total turnover. A total of 13,840 prescription forms were dispensed carrying 20,184 items. Total profit for the year was £2,072, but included £505 arrears from the Northern Ireland General Health Services Board.

A report will be presented to the third annual meeting of Northern Pharmacies Ltd at 73 University Street, Belfast on January 24, at 8 pm.

□ Northern Pharmacies Ltd was set up following suggestions by the Northern Ireland Ministry of Health that Craigavon new town would be suitable for a pilot scheme for the provision of a comprehensive pharmaceutical service at a health centre. Its directors represented the Pharmaceutical Society of Northern Ireland, the Ulster Chemists' Association, and the Local Pharmaceutical Committee. The first trading year was 1969-70 (see *C&D*, October 10, 1970, p505).

Australian claims Britain exploits graduates

Don't go to Britain until you are registered in Australia, is the advice given to graduates by Miss Judy Cutting in the November 1973 *Australian Journal of Pharmacy*. "Unless you are registered, British pharmacists exploit you and abuse your professional skills".

Miss Cutting says that because she had not completed a full year's work in a pharmacy after graduation, she was employed as a dispenser at lower wages than the shop assistants in the same pharmacy. She was required to dispense without supervision and advise patients. The owner-pharmacist relieved her for lunch but spent the rest of the day "in an upstairs office running several non-pharmacy enterprises," she claims.

Even an Australian-registered pharmacist had to work for a month on a

"meagre salary" before his registration was recognised in Britain, she continues. But she admits Britain offers good opportunities for "roaming pharmacists" — Australians are "always in demand even though it is understood they may stay for only three or six months."

Interphex 74 conference arrangements at Brighton

"Meeting the Challenges" is the theme of a four-day series of conferences to be held in conjunction with Interphex 74, at the Metropole Hotel, Brighton, April 2-5, 1974. The conference will be in four sections, beginning with two specialist programmes organised by the Society of Cosmetic Chemists and the British Society of Perfumers.

At the general conference European marketing will be highlighted with particular focus on the impending EEC legislation as it affects the industry. Speakers for this session — one of three organised by the Interphex Advisory Committee — are being drawn mainly from Europe.

Contraception campaigns for Press and TV

Two major family planning advertising campaigns are planned for the near future.

Five London Borough Councils are to jointly run a series of 15-second advertisements on Thames Television beginning on January 28. It will use a cartoon film — featuring a stork — made by the Health Education Council and will say where birth control advice can be obtained. The film was previously used experimentally on Yorkshire Television last Spring.

The Health Education Council's own campaign is in two parts. Next month there will be national Press advertisements designed to increase people's knowledge of the different methods of contraception and to encourage them to go to family planning clinics. Later a leaflet will be produced and distributed through local authority clinics. The Health Education Council also plans an anti-smoking campaign aimed at pregnant mothers and women of childbearing age.

US pharmacy agency scores major victory

The US Committee on Pharmacy Economy Security has succeeded in its first major project.

The committee was set up recently to protect the economic welfare of the profession of pharmacy and its practitioners. Soon afterwards COPES initiated US

Supreme Court proceedings to review the decision in the North Dakota State Board of Pharmacy v Snyders Drug Stores and to reverse the Court's 1928 decision which held that a state statute concerned with pharmacies was unconstitutional (see *C&D*, July 14, 1973, p35).

The Supreme Court's decision in the Snyder case holds that a North Dakota statute—requiring the majority ownership of North Dakota pharmacies to be in the hands of North Dakota registered pharmacists in good standing—is constitutional.

The Court also unanimously overruled its 1928 decision—which had conceived of the practice of pharmacy as a trade or occupation, so that ownership of a pharmacy by lay persons was considered unrelated to public welfare.

The reversal of the decision COPES attribute to "the initiative of the North Dakota Pharmaceutical Association in obtaining state legislation to protect the professional integrity of pharmacy practice and the courage of the North Dakota Board of Pharmacy in defending a statute which protects the public health".

Approval for prostate drug in US

LRC International are hoping to market a drug in the US for the treatment of enlarged prostate glands.

The FDA has approved the drug, candicidin, for safety and efficiency and the company is waiting for approval to manufacture. It will be sold under the name of Prostatin through the company's subsidiary Julius Schmid.

An application to market the compound in the UK has been sent to the Committee on Safety of Medicines by Pharmax Ltd, another subsidiary of LRC. When taken orally, candicidin is not absorbed but may act by modifying the absorption of some other critical substance. The drug has previously been marketed as Candeptin vaginal ointment and tablets.

Aerosol price increases of 'about 8 per cent'

The Metal Box Co Ltd are now implementing price increases previously allowed by the Price Commission. A spokesman for the company told *C&D* that it would mean an increase of "about eight per cent in the price of aerosol cans."

However the company will be applying for further price rises once the increase on tinplate applied for by the British Steel Corporation is known. Metal Box expect the rise for tinplate charged to them to be higher than the 3 per cent quoted for the overall increase.

November sales index

Chemist and photographic goods dealers' sales advanced 15 per cent in November 1973 compared to 1972 giving a new sales index of 136. All kinds of business increased by 14 per cent. Independent chemists improved 11 per cent, bringing their sales index up to 113, while independent businesses generally advanced by 12 per cent. No figures are given by the Department of Trade for multiple or Co-operative chemists, and NHS is excluded.

People

Mr Frank Anderson, production controller of Glaxo Laboratories Ltd since 1968, has retired after almost 40 years' service with the company. He was the first manager of Glaxo's Barnard Castle plant that opened in 1945; first production manager of the antibiotics factory at Ulverston, which began operations in 1948; and, from 1959-68, manager of Glaxo's Greenford factory. At a farewell ceremony attended by many colleagues, Mr F. C. D. Back, chairman of Glaxo Laboratories, presented a gold watch to Mr Anderson from the board. Mr Anderson also received retirement gifts from colleagues throughout the Glaxo organisation.

Mr Alex Cockburn, MPS, Kilmarnock, Ayrshire, who initiated a consortium of 16 private traders now established in the Foregate shopping precinct following the loss of their previous premises under town redevelopment, was presented with a stereo unit recently in appreciation of his services.

Mr T. C. Kelly, MPS, former chairman and managing director of Cockburn & Co, the Scottish group of retail pharmacies, has joined the board of a Glasgow advertising agency, as financial director.

Mr Desmond O'Shea, MPSI, formerly of Sierra Leone, Ghana and more recently, Mauritius, has retired to 32 Rose Park, Kill Avenue, Dunlaoghaise, co Dublin.

Mr A. B. Pilcher, chairman and joint managing director of Solport Brothers Ltd, has retired. Mr Pilcher joined the company in 1928 as an assistant to the works director. After learning the manufacturing processes he was transferred to sales, where he re-designed much of the firm's packaging. He was appointed home sales manager in 1931 and sales director in 1937. As well as his administrative duties as chairman and joint managing director for the past 16 years, he has retained a close connection with the perfumery trade which he first developed for the company while a young salesman. He is succeeded as chairman by **Mr Stanley Glaysher**, joint managing director, who has been with Solport for nearly 44 years.

Deaths

Mann: Recently, Mr Joseph Horace Mann, MPS, 12 West Street, Wigton, Cumberland, aged 77. Mr Mann qualified in 1920 and soon afterwards took over the pharmacy in which he was to practise for over 50 years. His daughter, also a pharmacist, has been assisting him in the pharmacy.

McWilliams: On January 2, Mr Charles Stewart Loudfoot McWilliams, MPS, Braemar Cottage, Denholme, Hawick, Roxburgh, aged 62. Mr McWilliams qualified in 1935.

Radinger: On December 21, 1973, Egon Joseph Radinger, MPS, PhD, 44 Lanner Moor Estate, Lanner, Cornwall. Dr Radinger was admitted to the pharmaceutical register in 1950.

Topical reflections

BY XRAYSER

Uncertainty

We are, at the moment, living in a strange world of unreality, of a kind almost forgotten. The years of the war caused shortages and substitutions, but it is with dismay that one finds delivery notes today already showing grave shortages. Some are unaccountable, for they have been with us for some months now, since long before any suggestion of coal, oil or transport problems.

Bandages and dressings of various kinds became scarce before there was any hint of trouble in Egypt. Medicine bottles were almost impossible to procure from the normal sources long before the hot summer in which beer and lemonade were consumed in larger quantities than usual. Plastic suddenly became a scarce commodity.

Much of it seems incomprehensible, for the problems have been with us for a great deal longer than the present upset. The important thing in the coming struggle—for struggle it will be—is to do everything possible to maintain a pharmaceutical service, everything else should take second place. Wholesalers may yet be compelled to reduce the frequency of deliveries and pharmacists could help in that direction by devoting care to their ordering, concentrating on purely pharmaceutical needs to the exclusion of less necessary products. There are already frustrations in the field of medicines, and I am afraid they will multiply. The public may be indifferent in the matter of shades of hair-tint, but they will rightly expect to have their medicines dispensed as quickly as possible, and pharmacists must anticipate demand so far as possible.

Alleviation

I hope that we shall be taken into the confidence of manufacturers when problems arise and that distribution will be on a fair basis. And much time could be saved if the wholesaler's telephonist had instructions to intimate when supplies had arrived, for the repetition of the same list of unprocurables is time-wasting in the extreme.

Let us be thankful that we have been granted a modicum of heat and light in which to discharge our essential duties, for they are essential and likely to become more so if climatic conditions and widespread unemployment undermine the health of the community.

News in brief

□ The procedure to be followed in proceedings before the Restrictive Practices Court under Part III of the Fair Trading Act 1973 is described in The Restrictive Practices Court (Protection of Consumers) Rules 1973 (HM Stationery Office, SI no 2010, 8p).

□ The Federal Council of the Pharmacy Guild of Australia has approved the establishment of a special ad hoc committee on pharmacy nationalisation and health centres, according to *Pharmacy Guild Contact*.

□ The Distributive Industry Training Board has arranged a second one-day seminar on wholesaling — "Signposts to Success". Organised in conjunction with Cooper & Lybrand Associates, the seminar will be held at the British Institute of

Management, Parker Street, London February 13. Topics include stock control, controlling cash resources, measures of performance and information systems. Enquiries should be made to DITB, Palladium House, 1 Argyll Street, London W1.

□ The index of retail prices for all items for November was 186.8, representing an increase of 0.8 per cent on October and 10.3 per cent over the year.

□ The pharmaceutical information service run by the pharmacy department at the Royal Victoria Hospital, Belfast, is available to all pharmacists. Advice is also offered to the medical and nursing professions (see *C&D*, December 22/29, 1973 p846).

□ Manufacturers' sales of toilet preparations in 1972 were some 20 per cent up on the total for 1971, being approximately £185m, states the Toilet Preparations Federation in their annual report.

Prescription specialities

KERECID ophthalmic ointment

Manufacturer Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts.

Description Off-white translucent ointment containing idoxuridine 0.5 per cent w/w.

Indications Herpes simplex keratitis, particularly in acute dendritic ulcers.

Contraindications Should not be used in pregnancy unless essential, especially during the first trimester.

Method of use Five applications daily, approximately every four hours with the last dose at bedtime. The ointment should be placed inside the conjunctival sac. Treatment should continue for 3 to 5 days after healing appears complete, but for no more than 21 days.

Precautions Care in concomitant use of topical corticosteroids. Boric acid used during treatment may cause irritation. Excessive use may damage the corneal epithelium.

Side effects Transient irritation and pain on administration can occur; itching, inflammation, oedema and rarely allergic reactions and occlusions of the lachrymal puncta have been reported.

Storage In a cold place.

Packs 5g tube (£1.75 trade).

Issued January 1974.

DALMANE capsules

Manufacturer Roche Products Ltd, 15 Manchester Square, London W1M 6AP

Description Opaque grey/yellow caps with "ROCHE 15" in red containing 15 mg flurazepam; opaque black/grey caps with "ROCHE 30" in red containing 30 mg flurazepam

Indications Insomnia—difficulty in falling asleep, frequent nocturnal awakenings and/or early morning awakening. Sleep disturbances due to organic conditions in conjunction with specific therapy

Contraindications Early pregnancy

Dosage Adults only — severe insomnia 30mg, moderate to severe 15 or 30mg, mild 15 mg, elderly patients 15mg

Precautions Alcohol should be avoided. Patient's reactions (driving ability etc) may be modified

Side effects Morning drowsiness, dizziness and ataxia may occur

Storage Store in well-closed container protected against moisture in a cool place

Packs Capsules, 15mg—100 (£2.40 trade) and 500 (£9.60), 30mg—100 (£3.20) and 500 (£12.80)

Supply restrictions PI S4B

Issued January, 1974

TERONAC tablets

Manufacturer Wander Ltd, 98 The Centre, Feltham, Middlesex TW13 4EP.

Description White, uncoated, bi-convex tablet with break-line and coded JC one

side, "Wander" imprinted on the other. Each contains 2mg mazindol base.

Indications Aid to establishment of a controlled diet for treatment of overweight.

Contraindications Peptic ulcer, glaucoma, first trimester of pregnancy. Should not be given with MAO inhibitors, methyl dopa or antihypertensives of the adrenergic neurone blocking type. These agents should not be given for one month after stopping treatment with mazindol.

Dosage Adults and children over 12 years — one tablet one hour before the mid-day meal. A treatment period of three months is recommended.

Precautions Patients should be warned against taking cough and cold remedies containing sympathomimetic amines or undergoing dental anaesthesia during and for one month after treatment with mazindol. Caution in coronary heart disease, severely agitated states and in patients taking thyroid medication or psychostimulants.

Side effects Constipation, dry mouth and insomnia. Less frequently nervousness, headache, dizziness and chills may occur. Mild tachycardia has occasionally been reported at higher dosage levels.

Storage In a dry place.

Packs Tablets — 30 (£2.59 trade) and 100 (£8.28).

Supply restrictions Recommended on prescription only.

Issued January 1974.

EPANUTIN ready mixed parenteral

Manufacturer Parke, Davis & Co, Usk Road, Pontypool, Mon NP4 8YH.

Description Phenytoin sodium 250mg in 5ml.

Indications Status epilepticus and other persistent convulsive disorders. Prophylactic control of seizures in neurosurgery. Treatment of certain cardiac arrhythmias, especially if digitalis-induced.

Contraindications Hypersensitivity to hydantoins, heart block.

Dosage Status epilepticus, adults—150-250 mg by slow iv injection. Children—according to weight in proportion to 150 lb adult. Neurosurgery—100-200 mg im three to four times daily. Cardiac arrhythmias—3.5-5 mg per kg body weight iv. See literature.

Precautions Safe use in pregnancy has not been established. Complications may occur more readily in elderly and gravely ill patients. See literature.

Side effects Fatalities due to cardiac arrest, ventricular fibrillation, chronic seizures and respiratory arrest have followed iv administration in cardiac arrhythmias. Alterations in cardiac and respiratory function can be produced by too rapid iv administration.

Storage Protect from light and excessive heat. Shelf life 3 years.

Dispensing diluent Should not be added to iv solutions because of precipitation.

Packs 5 ml ampoules (10, £3.50 trade).

Supply restrictions PLS4B.

Issued January 1974.

Triptafen-DA suspension

Allen & Hanburys Ltd announce that all stocks of Triptafen-DA suspension in bottles of 500 ml have been cleared. No further orders can be accepted. Triptafen-DA suspension will continue to be available in bottles of 150 ml.

New products

Skin 'dynamics' from Arden

A series of single products that give "dramatic and multiple results" is how Arden describe their new Skin Dynamics range. Four products have been formulated and Arden intend to introduce one a month, beginning in March, 1974.

Multiple Action Cleansing (£1.95), a clay-like cream cleanser, is smoothed over the face and left for five minutes, then rinsed off to leave the face clean and "glowing". It is timed for the counters on March 15.

Complexion Renewal Lotion (£1.95), for which the release date is April 1, is a lotion which when applied to the skin "sloughs" off the dead outer layer. It can also be used to dry up skin blemishes.

Two more Skin Dynamics preparations — Active Moisture Supplement, and Intensive Body Smoothing, are planned to follow (Elizabeth Arden Ltd, 20 New Bond Street, London W1A 2AE).

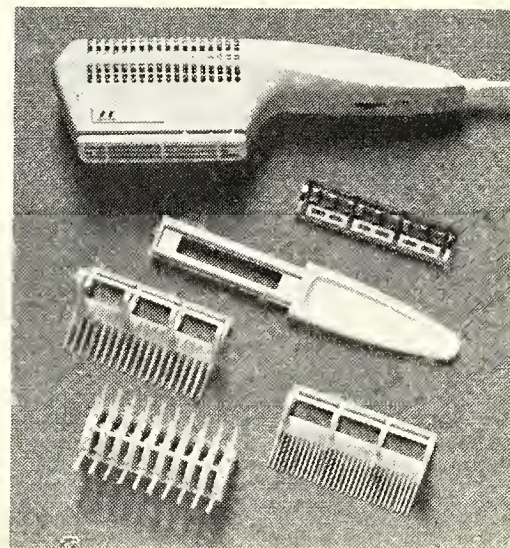
A 'featherlight' face creme

From Estee Lauder comes a face creme for young dry skins called Lightweight Re-Nutriv creme (1-oz £9.00, 2-oz £13.00). It can be used as a night treatment but the makers claim that because of its "featherlight" texture it is quickly absorbed by the skin, and can be used under makeup during the day.

Estee Lauder are also introducing Re-Nutriv extract in a single vial (£2.00) (Estee Lauder Cosmetics Ltd, 71/72 Grosvenor Street, London W1).

A 700-watt dryer

The Northern 700 Styler Dryer (£8.95) from Northern Blankets Ltd, comes complete with a brush, two-sized combs and curl curler, each of which fit on to the dryer or can be used as a separate tool with the handle provided. The 700-watt dryer can be switched to a lower speed or to warm air for styling and is available to retailers from April (Northern Blankets Ltd, Vine Mill, Royton, Oldham).



Trade News

Wigglesworth to distribute Mafu

Cuprinol have agreed with Wigglesworth Ltd, Bolton, Lancashire, part of the Wil-lows Francis Group, for Wigglesworth to distribute Mafu fly killing strips through chemist outlets in the UK. Cuprinol Ltd have the sole franchise in the UK for overall sales of Mafu on behalf of the manufacturers, Bayer of West Germany.

Norgine take over Camden products

Following the acquisition of Camden Chemical Co Ltd by Norgine Ltd the products of Camden Chemical are now being manufactured and distributed from Norgine's factory in Wales. The offices of Camden Chemical are in the process of being transferred to Norgine and inquiries should therefore be addressed to 26 Bedford Row, London WC1R 4HJ.

Dry shampoo addition

St Aubrey dry shampoo powder is now available in 2-kg drum (£2.20), as well as the original 125-g size (£0.24). The shampoo, made by Shaws Veterinary Chemists Ltd, 50 Weston Road, Aston Clinton, Aylesbury HP22 5EH, is said to be effective for all animals and also prevents parasite infestation.

Simhealth's red tape promotion

The sell-in for a "red tape" promotion campaign for Simhealth chewable vitamin tablets began on January 2.

Simhealth Natural Products, Kingston Road, Leatherhead, Surrey, are offering a pack of Simhealth Hi-Yeast tablets, worth £0.26½ given free to the customer purchasing a pack of Simhealth chewable vitamin C tablets. Purchasers of Simhealth chewable vitamin E tablets are given a pack of chewable bone meal with vitamins A & D, normally worth £0.38. The special packs are tied up in red and white tape and the offer is available until stocks run out.

Givenchy trial offer

Parfums Givenchy Ltd, Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey, are introducing a trial offer for eau de toilette in their L'Interdit and Le De Givenchy fragrances. The perfumes (£1.30) are presented in tall, slim aerosol bottles, screen-printed in grey with the Givenchy motif. A counter display stand holding 24 packs and two tester bottles, is supplied with orders of 48 or more otherwise each fragrance is packed in a box of 12 units.

Kleenex holiday vouchers

A holiday promotion launched in conjunction with 4S Holidays is being featured by Kimberly-Clark Ltd, Larkfield, Maidstone, Kent, on packs of Kleenex for men, Carnaby, and soft white tissues. The promotion turns the tear-off

strips on the front of the packs into £1 holiday vouchers which the consumer can collect to be used against the deposit of a 4S holiday. There is also £10,000 worth of free holidays with spending money to be won in a competition. Backing the promotion is a range of in-store display material and a full-page colour advertising campaign in women's magazines for Kleenex for men tissues.

Following their successful television advertising in the London, Southern and Anglia areas last year, Kleenex Boutique tissues campaign is to go national. Over £100,000 is planned to be spent in the first six months of the year. The television commercial has the theme "Boutique does beautiful things for you".

Gifts Fair exhibitor

Andre Philippe Ltd, 71 Gowan Avenue, Fulham, London SW6 6RJ, will be exhibiting at the 25th International Gifts Fair, Blackpool, February 3-7. Additions to their range will be shown.

An Alupent colour change

Alupent expectorant mixture, which is at present orange coloured, will in future have the colouring agent omitted. Apart from this colour change Boehringer Ingelheim Ltd, Southern Industrial Estate, Bracknell, Berkshire, RG12 4YS say the formulation remains unaltered. Change-over to the new formulation will be made shortly, as stocks of the present material are exhausted.

Wrong illustrations

The advertisement of Thos. Guest & Co Ltd on p48 shows the old packs of Sure Shield. The new packs will be featured next week.

Graco pumps

Arcall Ltd, Hackbridge, Surrey, have been given rights to market the Graco range of transfer, extrusion and metering pumps to the UK pharmaceutical industries.

Ambre Solaire offer

Two "special offer" packs each containing two Ambre Solaire face care products, have been introduced by L'Oreal, Golden Ltd, 18 Bruton Street, London W1. One contains Light under make up moisturiser, and sheer moisturising film in either ivory, honey or peach (£1.30); a saving of 25p. The other has Gentle moisturising cleanser and moisturising treatment cream (£1.90); a saving of 30p. Display material featuring the offer — headboards, windows and counter cards, and shelf strips — is available.



A new pre-pack promotion for Ironplan capsules has started using the orange display unit pictured above. Menley & James Laboratories Ltd, Welwyn Garden City, Herts are offering this pre-pack containing 12 packs of 30 capsules and three packs of 60 capsules.

Bubble bath offer

For the first three months of the year, Roger & Gallet Ltd, 16 Lettice Street, London SW6 4EH, announce a special offer with bubble bath purchases. Retailers are able to buy a pack of 12 bubble baths in assorted fragrances of carnation, sandalwood, tea rose, and fougere with 12 Marque Noire 25cc Colognes (£1.08). For each purchase of one bubble bath, the consumer gets free a bottle of Cologne. Retail value of bubble bath is about £1.50 and the Cologne around £0.45. Special discounts are also available.

Aronde campaign

The largest-ever advertising campaign for Aronde range of products is being launched by Columbia Products Co Ltd, Sherbourne Avenue, Binstead, Isle of Wight. The advertisements will feature nationally in the *News of the World*, *Sunday People*, and the *Sun*, plus leading women's magazines including *Vogue*, *Woman*, *Woman's Own* and *Woman's Realm*.

Small packs only

Medo-Chemicals Ltd, 144 Fortress Road, London NW5 2JL, regret that owing to difficulties in obtaining supplies, Carbelion is at present available only in 50's. The larger pack will be re-introduced as soon as possible.

Agencies wanted

Hamol International GB Ltd, 145a New Road, Parley Cross, Ferndown, Dorset, require agencies for their Vitamol range of skin care and cosmetic preparations. The vitaminised range includes standard cosmetics, day and night creams, skin tonics, cleansers, and vitamin eye cream.

Nielsen 'clear' 117 m coupons

Nielsen Clearing House processed 117 million coupons in 1973, and after only three and a half years has become the largest processor of coupons in the country. NCH is now also processing coupons from France, with the backing of major French retailers and manufacturers.

Contracts were signed with eight manufacturers during December, including Richardson Merrell Ltd, to process

coupon promotions. Retailer clients who use the service to sort and redeem their coupons, now number over 160, including Boots.

Vestric 'outers' buying scheme

Representatives of Vestric Ltd, Chapel Street, Runcorn, Cheshire, are currently detailing a development of the "Vestric value" quantity discount buying scheme. To be known as "value plus" it offers a range of some 1,400 fast selling OTC products in original outers at "attractive prices". Representatives attended a one-day briefing meeting in Manchester on January 3 where the two other OTC product sales opportunities—Vestric national promotions and general offers—were also detailed.

Woolworth hair rollers

Two hair rollers have been introduced by F. W. Woolworth & Co Ltd. Wet Set roller (£0.19), a heat-resistant, perforated tube of hard plastic that clings to damp hair and has a chromed grip to secure the hair after winding. It is in four sizes and is packed in sets of four, six, eight and 10, according to size. Cold Wave roller (£0.19), a lightweight roller to be used for home perms, is in two sizes in packs of 12.

Savlon babycare calendar

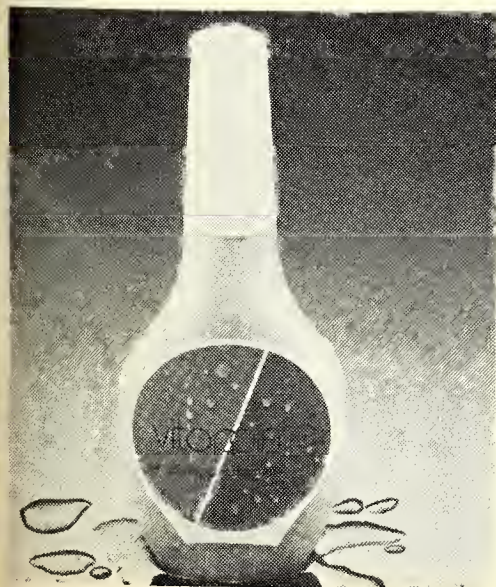
A Savlon babycare calendar has been produced for 1974. It features six photographs of babies taken by Lord Lichfield who was commissioned by Avlex Ltd, Imperial Chemical Industries' pharmaceuticals division, Alderley House, Alderley Park, Macclesfield, Ches SK10 4TF. The calendar, the first one featuring Savlon, has been issued to maternity clinics, health clinics and hospitals.

No objection from Commission

Cow & Gate point out that with a rise of over 16 per cent in the price of milk as an ingredient to food manufacturers during the past 12 months, in addition to increased costs of packaging and distribution, they now have to increase the prices of many of their products.

The Price Commission has raised no objection to the increases.

The new plastic bottle for Vitapointe shampoo designed for Fisons Ltd by the Closures & Plastics division of United Glass. Its "streamlined" shape is said to be aimed to appeal to the more mature woman.



New polythene containers for Hermesetas liquid sweetening drops and powder sweetener Sprinkle Sweet. They replace the existing cylindrical glass bottles.



Hermesetas looks for growth

During 1973, the total alternative sweetener market grew to an estimated £4.5 million rsp, according to Hermesetas. Of this figure approximately 10 per cent was accounted for by liquids and powders, the latter excluding the granulated products which contain sugar.

With the growing public awareness of the danger of excess sugar consumption, Hermesetas expect dramatic growth in this sector and will be supporting both their sweetening drops and Sprinkle Sweet with a public relations and recipe service campaign. Some free recipes for the use of Sprinkle Sweet in cooking are offered on the pack, and a slimmers' health-and-beauty booklet incorporating recipes and other information has been prepared with women consumers in mind.

Retailers may obtain copies of the booklet and suggestions on display siting from Hermesetas, Crookes Anestan Ltd, PO Box 94, Nottingham NG2 3AA.

Menthalin 'improved' look

Menthalin, the micro-encapsulated handkerchief from Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 7DS, is now in a stronger white opaque polythene pack, printed in four colours to give more visual impact. It comes in an eye-catching outer made of a stronger board which contains 12 packs.

Following the product's success last year, Reckitts are offering an in-store consumer promotion. A 4p coupon is enclosed in the pack and can be redeemed against the next purchase of Menthalin. They are also continuing with the television commercial featured last year which emphasised "Menthalin—the freshness handkerchief". A national campaign of 30-second spots starts this month.

Medical films

Bayer Pharmaceuticals Ltd have established a medical film library. Films on the following topics may be hired free of charge: acute abdomen, acute pancreatitis, blood coagulation and fibrinolysis, chronic relapsing pyelonephritis, epilepsy today, Fallot's tetralogy, illusions, hallucinations and visions, mechanism and clinical aspects of hypertension, mycoses of the skin, pain, sleep, talking about Epontol, the bronchitic syndrome, infections of the vagina.

Details and synopses of some of the

films are available from the Bayer post-graduate service, Bayer Pharmaceuticals Ltd, Haywards Heath, Sussex RH16 1TP.

Family Doctor booklet

The latest publication in the Family Doctor series is "Let us tell you about your operation" (£0.15) in which Mr George Bunton, a surgeon, explains the most common operations that are performed. The booklet is available to members through the National Pharmaceutical Union, 321 Chase Road, London N14 6JN.

Talc addition

Cuticura Laboratories Ltd, Clivemont Road, Cordwallis Trading Estate, Maidenhead, Berks, have introduced a 300g size for Cuticura talcum powder (£0.39). It is packed in outers containing 12 tins.

Bonus offer

Crookes Laboratories Ltd, Basingstoke, Hants. Karvol. 84 invoiced at 72, 180 invoiced at 144.

on TV next week

Ln — London; M — Midland; Lc — Lancashire; Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Anglia; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eirean; CI — Channel Islands.

Alberto Balsam conditioner: All except We, CI

Alberto Balsam shampoo: All except We, CI

Askit: Sc

Beecham powders: All areas

Buttercup syrup: M, Lc, Y, NE, B

Cow & Gate baby meals: All except U, E

Cow & Gate babymilks: All except U, E

Delrosa: Ln, M, Lc, Sc, WW, So, A, B

Hedex: All areas

Lem-plus cough mixture: So

Medicaire: So

Menthalin: All areas

Sinex: All areas

Tegrin: All except E

Venos: All areas

Vicks vapour rub: Ln, M, Lc, Sc, WW, A, We, B, G, CI

Vosene: All areas

Win Winter Warmth with Vibrona Tonic Wine



Display Vibrona
this winter and you could
win one of a hundred electric
overblankets each worth over £16!*

*(Recommended retail price)



Two FREE bottles of Vibrona to the retailer with each case purchased during the promotional period (wholesalers will receive a handling allowance).

From January 21st, Vibrona Tonic Wine are offering prizes of a hundred Ekco Princess Twin Electric Overblankets in an exciting new competition for their customers.

You, the retailer, could win one of *another* hundred electric blankets by displaying the competition, and if that's not incentive enough there's the two free bottles with every case! Over the past two years sales of Vibrona have risen 76% as a result of similar promotional activity, so stock and display Vibrona and be prepared for a warm surprise!

Vine Products Ltd., Kingston-upon-Thames (01-549 1300)

Jesse Boot — the story of a 'remarkable' man

Jesse Boot of Boots the Chemists

Dr Stanley Chapman. *Hodder & Stoughton Ltd*, St. Paul's House, Warwick Lane, London EC4P 4AH. 9½ x 6½ in. Pp 221. £3.50. Published January 21.

Perhaps two of the most fantastic figures of the Victorian patent-medicines age were Thomas Beecham and Jesse Boot. Both founded their fortunes on observation — Beecham as a shepherd-boy in Oxfordshire noting the laxative herbs sought by his flock, Boot by observing that he would never make a fortune from the retail sale of herbs alone.

Jesse Boot was 13 when he left school to help his widowed mother run the "Botanic Establishment" started by his father in Goosegate, Nottingham in 1850, the year the boy was born. Ten years later, by then in charge of the business, he decided to widen its scope to include hardware, toilet goods and groceries — and to undercut everyone else in the trade. By 1874 the Goosegate shop was stocking 2,000 different items, including tins of salmon ("opened on the premises if required") and was taking £100 a week.

In 1880 the famous test-case of the Pharmaceutical Society versus the London and Provincial Supply Co Ltd, legalised the existence of company pharmacies under unqualified ownership so long as a pharmacist was employed at each shop. From 1884 Boot embarked upon his astonishing era of expansion that resulted in the establishment of 251 branches by 1901 and 560 by 1914.

In his private life Jesse Boot was ascetic to the extreme, due mainly to his strict Methodist upbringing and, in later years to the affliction of rheumatoid arthritis that kept him confined to a wheelchair for over 30 years.

Outsiders appointed

In business he was ruthless, antagonising his own staff by appointing outsiders to executive positions with no prior warning or explanation and refusing to delegate authority even though virtually crippled. Not all newcomers to the firm were suitably impressed by what they found. The specialist perfumer imported from the Crown Perfumery Co did not endear himself to Jesse by informing him that his Jockey Club scent was so realistic that you could almost smell the horse-manure!

Whilst Boot's religious standards were high his business ethics were often questionable. With his nearest rival, Taylor's Drug Co of Leeds, he had a "gentleman's agreement" that neither would open a cut-price pharmacy in a town where the other was already established. In 1901, to prove he was no gentleman, Boot opened two new pharmacies in Leeds, the centre of

the Taylor empire and where they already had 22 shops!

But it was in his dealings with his son, John, that Jesse Boot exhibited the least attractive facet of his complex personality. John took after his mother. He was highly intelligent, cultured, and like the sons of many self-made men, was born with money and liked to spend it on the more civilised things of life and indulge in a full social round. Jesse objected strongly, and took his revenge by constantly humiliating John before his staff and making it obvious that he considered him inefficient and effete and quite unsuited to take control of the business.

In the end the problems of adequately controlling the running of a factory and 600 pharmacies from a wheelchair without delegating any authority became insurmountable. By 1920, when supervision of the branches was minimal and when dead and unsaleable stock had reached astronomical proportions, Boot was facing bankruptcy. He was saved by Louis Liggett, owner of the American drug-store chain run by the United Drug Co. In that year Boot sold out to him for £2¼ million and,

independent as ever, did not even bother to advise his shareholders!

To Boot's intense annoyance, Liggett made it quite clear that he did not expect him to take any further part in the running of the business. He promoted John to the board and gave him *carte-blanche* to set about the re-organisation of his father's company. That Jesse had seriously under-estimated his son's capabilities is indicated by the fact that in the Wall Street crash of the early 'thirties, when Liggett himself was facing bankruptcy, John was able to buy back the family business for £6 million.

Dr Chapman, who teaches at Nottingham University, has written an enthralling and very detailed account of this remarkable man and the business he founded. While the author has obviously had access to a vast amount of Boots' company records, it is a pity, in a way, that he does not have a more extensive knowledge of retail pharmacy in general during that period. For example a minor irritation is the constant mis-spelling of Lewis & Burrows (the London retail chain) as "Lewis & Burroughs". More serious is his somewhat surprising comment that Henry Wellcome "lacked college education" and gained his experience entirely in his father's drug store. In fact Henry Wellcome qualified in 1874 from the Philadelphia College of Pharmacy, something that Boot never achieved in his life.

For ex-employees and staff of Boots no doubt Dr Chapman's book will make interesting reading. For the average pharmacist in general practice it may seem slightly one-sided and weighted in Boots' favour. But that is to be expected. J.C.

New swimcap designs for 1974

From the Britmarine swimcap collection are the two styles shown. Model Petal, no 5600 (£3.25), a feminine, nylon swimcap with a petal design, is in a choice of red, white or blue colours. Style Princess, no 5601 (£1.99), is an attractive nylon swimcap with a large crown shape and a "bubble" base designed to help the wearer pull the cap on or off. It is in blue, orange or white (Haffenden-Richborough Ltd, Sandwich, Kent).

Included in the Jantzen collection is the two-tone swimcap in patterned nylon with a large crown shape and "bubble" base. Called Tanya, on 4603 (£2.75), it comes in blue/white, yellow/white, orange/white colour combinations (S. Maw Son & Sons Ltd, Aldersgate House, New Barnet, Herts).



Above, Tanya, Jantzen collection. Below left, Model Petal and right, Princess, Britmarine collection.



Company News

Wellcome group increased sales and profitability

A year of "excellent progress" with sales of £140m, an increase of 24 per cent, is reported by the chairman of the Wellcome Foundation Ltd, Mr A. A. Gray, in his review of the year ended September 1, 1973, published this week.

Group profits, before tax, at £18.66m were up by £7m over the previous year and a new record for the group. Of the increases, approximately £5.8m in respect of sales and £700,000 in respect of profits arose from movement in currency exchange rates. Approximately 80 per cent of the sales to third parties was made overseas. Sales to the NHS in the UK represented about 10.5 per cent of world "ethical" sales and only 6.8 per cent of total sales. Exports from the UK were £21.30m.

The largest and "most profitable business" was in the Americas, where sales increased by 21 per cent to £52.69m. Europe however was again the fastest growing. After an increase of 25 per cent last year, the sales increased by some 44 per cent in the year under review to £26.40m.

Although expenditure on research and development rose by over £1m to £9.88m, it would be erroneous says Mr Gray to think that represented a corresponding increase in the search for new and better drugs. "Apart from the effect of inflation, the growing demand by governmental authorities throughout the world for toxicological studies of questionable value and the cost of these studies needs emphasising yet again."

Profits distributed to Wellcome Trustees are £2,467,000. After allowance for imputed taxation they will receive £2,625,000, representing an increase of 5 per cent in line with the statutory limitations on dividend increases.

Mr Gray concludes that the current year's results could improve on 1973 figures but the rate of expansion must be less.

Johnsons of Hendon drop their photochemicals

Johnsons of Hendon Ltd have decided to cease the manufacture and distribution of photographic chemicals and to concentrate exclusively in the distribution of photographic and audio agency products which represent the major and expanding part of their business, the board states.

Historically Johnsons' chemical business has proved progressively less viable without the manufacture of its own raw photographic chemicals. They add that the position has been exacerbated more recently by the acute shortage of primary raw photographic chemicals and the current

national economic problems have added to the problems.

The manufacture of chemical products will therefore be run down over a period of a few weeks during which time every effort will be made to fulfill orders on hand. Products will continue to be supplied as long as stocks last.

LRC's half-year profit down

Group profit, before tax, of LRC International Ltd for the six months ending September 30, 1973, was £2.3m against £2.5m in the equivalent 1972 period. Group sales were up from £22.6m to £24.4m.

The directors state that the second half has started "satisfactorily." Orders in hand are the highest in the group's history and in normal circumstances the board would look forward to an increase in sales and profits. However, the measures to offset the national crisis will result in short time working and it is extremely difficult to forecast how the last quarter will turn out, they state.

Briefly

Boots Ltd's proposed £1.25m scheme of reconstruction and extension to their store in Union Street, Aberdeen, has been outlined in a Provisional Order passed at the Parliamentary examiners' stage. Parliamentary approval for the development has to be obtained as it involves building on stilts over The Green — a public highway.

Mr P. F. L. Andrews, BPharm, MPS, MIBiol, has acquired the pharmacy of Mr C. J. G. McKelvey, MPS, 165 Pantbach Road, Whitchurch, Cardiff. Trading name will be Peter Andrews Chemist.

Dixons Photographic Ltd increased their sales to £26.79m in the 28 weeks ended November 10, 1973 from £2.66m in the equivalent period in 1972. Pre-tax profit, however, dropped from £3.01m to £2.66m.

Appointments

Bristol-Myers Co Ltd have made a number of senior appointments following a major re-organisation of the company's UK management: F. W. Knight to group managing director; G. Palmer-Moore to director of marketing; T. Ruby to director of sales; and B. Thompson to assistant controller. Consequential upon these appointments, the following promotions have also been announced: J. Atkinson to marketing manager (Clairol); G. Beddall to marketing manager (Bristol-Myers products); and A. Goode, G. Searle, and J. Veitch to national sales managers.

Gordon Davies has been appointed to the newly created role of Clairol business development manager; John Clough, mar-



Mr H. M. Seward, managing director, Keldon Ltd (left) presenting the salesman of the year award to Mr R. D. Bruce, of Monmouthshire at the company's recent annual sales conference. The award is made yearly to the representatives who show the highest sales of Optrex and Famel products.

keting manager, Bristol Laboratories, is now additionally in charge of "ethical" sales and Dr J. Moodie has been appointed regional director of medical services.

Mr F. G. Fleming, FPS, for some time chief pharmacist, Northampton General Hospital, has been appointed area pharmaceutical officer of the new Northamptonshire Area Health Authority.

Coming events

Monday, January 21

Finchley Branch, Pharmaceutical Society, Barnet postgraduate medical centre. Mr O. Garrod on "Afghanistan today".

Tuesday, January 22

Burnley Branch, Pharmaceutical Society, Swan and Royal Hotel, Clitheroe. Annual dinner and dance.

Wednesday, January 23

Dundee and Eastern Scottish Branch, Pharmaceutical Society, Taypark Hotel. Annual dinner and dance.

Stockport Branch, Pharmaceutical Society, Alma Lodge Hotel, Stockport, at 8 pm. Ladies' supper evening. Mrs M. I. Hughes on "Down our street".

West Metropolitan Branch, Pharmaceutical Society, Great Western Royal Hotel, Paddington Station, London W2, at 7 pm. Mr A. G. Trotman on "Care chemist scheme".

Thursday, January 24

Scottish Region, Society for Analytical Chemistry and Analytical Division, Chemical Society, Organic lecture theatre, Department of chemistry, University of Glasgow, at 4 pm. Professor A. H. Beckett on "Dope in society and sport and some methods for its control".

Leicester and Leicestershire Branch, Pharmaceutical Society, Grand Hotel, Leicester. Annual dinner and dance.

Northumbrian Branch, Pharmaceutical Society, Wintthrop Laboratories. Dr M. Hooper on "Social aspects of drug taking".

Friday, January 25

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Croydon, at 8 pm. Mr Jack Kemsley on "Motor sport — with particular reference to the world cup rally".

Southampton Branch, Pharmaceutical Society, Lyndhurst Park Hotel, Lyndhurst. Annual dinner and dance.

Courses

Leicester and Leicestershire Branch, Pharmaceutical Society, Postgraduate lectures, Postgraduate medical centre Leicester Royal Infirmary, at 8 pm. January 21, "Epilepsy"; January 28, "Clinical aspects of Parkinsons disease and migraine"; February 4, "Diabetes then and now"; and February 11, "Urinary tract infection in general practice".

From Sweden, for dry skin, Damelia cream!

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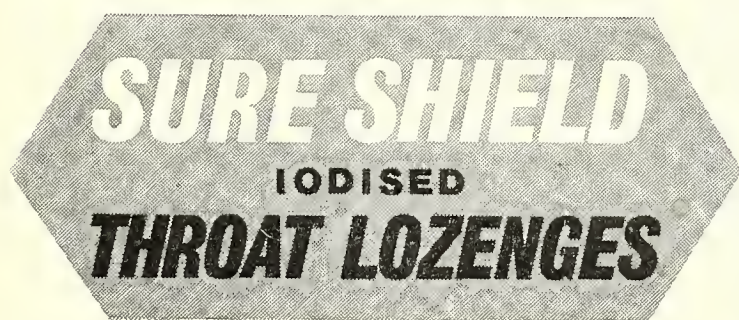


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The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general or special subjects, including music and the arts.

For additional information, or to apply for assistance, write to:

The Secretary, Dept CD
The Triangle Trust 1949 Fund
Clarges House, 6-12, Clarges Street
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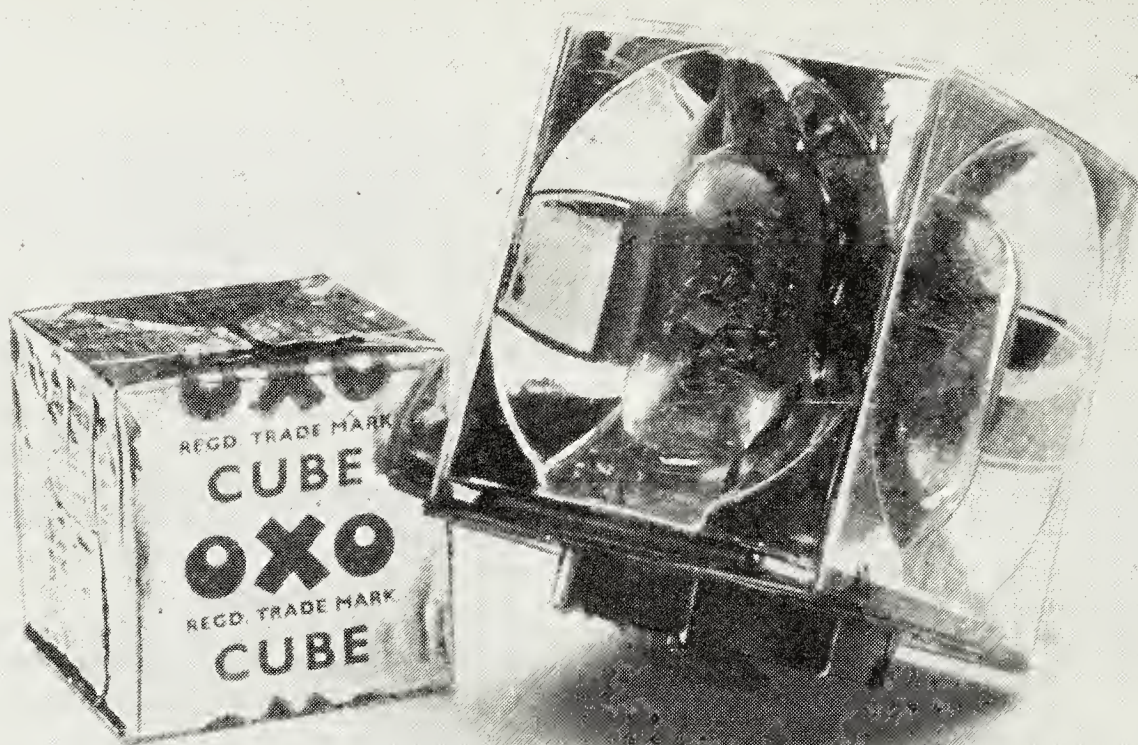
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Atlas are the top sellers across the board in the photoflash business.

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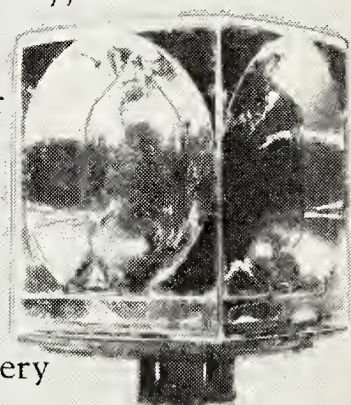
The equally brand-leading Atlas Tru-Flash IB peaks as fast, stays up there as long and socks out 7,500 lumen secs with peak light output of 0.45 megalumens.



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Letters

Polaroid prepacks

The silly season appears to be with us again. I have just been offered a range of sunglass pre-packs by a Polaroid representative purporting to give discounts of 33½ per cent and 20 per cent. Close reading of the small print reveals that the 20 per cent discount is not so. If I order a prepack costed at normal trade price excluding VAT I will receive at retail price including VAT just 20 per cent of the order value in goods.

The Vatman will take an eleventh of the bonus if, or when, I sell it. I could buy less a third anyway. That brings the bonus value down to 12·12 per cent. A bonus is not a discount. In discount terms the offer is 10·8 per cent.

My advice to anyone who has been caught by this one, is to cancel the order and go to a wholesaler who can offer a straight 12½-17½ per cent or more.

Norman Sampson
Melton Mowbray, Leics.

Polaroid admit their error and regret the confusion they have caused. They confirm that in conjunction with the distributors the value of the free goods in each pack will be increased to ensure the declared percentages are achieved.—Editor.

Discount action

Ethicals direct from the manufacturer are now a month in delivery and we are obtaining more items without discounts from our wholesalers.

A letter from Merck Sharp and Dohme Ltd informs that there will be severe shortages and delays caused by the three day working week and this situation will be general among the manufacturers.

We shall be unable to obtain quantity ethicals on discount terms and an immediate revision of the NHS discount rate is necessary, otherwise the average pharmacy will lose £10 weekly in discounts impossible to offset from inputs.

Stanley Ackers
Swanscombe, Kent

Double think

Of all those who keep "open shop" and/or render a professional service, I suppose the unfortunate pharmacist endures by far the most two-way, double-think criticism from the "high-ups" and the "know-alls."

On one hand they are enjoined to install brash modern fittings, feature special offers and price reduction gags, and make the retail section look like a minimarket. They should meet the customers with sales talk and bonhomie, etc. Perhaps they could bow to the ladies, slap the gentlemen on the back, and give the children bags of sweets. They should not

be tucked away in the dispensary, leaving the retail section to the tender mercies of the "little girl." Indeed, if they fail to carry out this strategy they will certainly fall by the wayside.

If this is true, it must be a miracle that a small independent pharmacist like myself is still pounding along the centre of the highway after half a century in pharmacy, because I have done none of these things.

On the other hand, pharmacists are reminded that they should personally supervise the dispensing, and, of course, do the tricky ones themselves. Also the pharmacy should have a professional appearance, and notices featuring price slashings, special offers, and the like should be avoided like the plague.

What, then, should the pharmacist do? May I offer a suggestion? He or she should say, "I am checking the prescriptions. My dispensary is not a 'funk hole.'" I advise customers to the best of my ability, when asked, or when prompted by something I hear. Furthermore, my lady assistants are intelligent, charming, amiable and helpful. Their size is quite immaterial.

We are at the beginning of a dark New Year, and my advice is, "Be yourself, your best self."

Antedeluvius

Bottle shortage

A little poem we have enclosed, About the bottle shortage, which goes:

The people today are in such haste,
They throw away their empties to waste,
It really is such an awful sin,
When they're "urgently" needed here

within

Please bring them back, is what we ask.
For it isn't really such an awful task,
We thank our customers for their concern,
And hope for some very "quick returns".

Now in our window this is proudly placed,

To remind the public of their awful waste.

The staff

National Co-operative Chemist
Princes Risborough, Bucks

Make it 'Royal'

"The Royal Society of Pharmacy"—Why not?

The time is long since past when we were required to make an infusion of

sarsaparilla in a pint pot—and to add a judicious amount of pulv. trag. to a batch of pills where were too soft or sticky.

The above state of affairs still held good when the idea of "Royalty" was last turned down. Since then, things have altered and so has the composition of the Society's Council. Need I say any more?

M. (or F.) R.S.P. will certainly separate present day pharmacy from its old backstreet image.

W. P. Richards
Newcastle, Staffs.

Veterinary names

The British Veterinary Codex Committee has adopted the following non-proprietary names for the veterinary substances indicated:

Apramycin: (Antibacterial) O⁴-[3 -amino-O⁶-(4-amino-4-deoxy- -D-glucopyranosyl)-2, 3, 4, 4a, 6, 7, 8, 8a -octahydro-8 -hydroxy-7 -methylaminopyrano [3, 2-b] pyran-2 -yl]-2-deoxy-D-streptomine (an antibiotic from *Streptomyces tenebrarius*), EL-857/820.

Nitrovin: (Growth promoter in pigs and poultry) I, 5-bis (nitro-2-furyl) penta-1, 4-dien-3-one amidinohydrazone; *Payzone*, *Panazon* and *CL 48 401* are the hydrochloride.

Correction to previous list: Robenidine: The chemical name and graphic formula should be amended to indicate that the name robenidine applies to the base, not the hydrochloride. *Cycostat* and *CL 78, 116* are the hydrochloride of robenidine.

The British Pharmaceutical Commission has agreed that in the future it will provide Approved Names for substances used in veterinary medicine. Facilities for providing British Veterinary non-proprietary names are therefore being discontinued, and applications for approved names should be made to the Secretary of the British Pharmacopoeia Commission, 8 Bulstrode Street, London W.1.

☐ The Institute of Packaging's conference on child resistant containers, which was originally planned for April, has had to be deferred until later in the year.

☐ An Edinburgh bailie has asked the Secretary of State for Scotland to consider the removal of prescription charges during the national fuel emergency, according to a recent Press report.



Jeyes Group Ltd are to sponsor a new European youth football tournament to be held in Glasgow next Easter. Mr Ralph Auchincloss, chairman (left) here hands over a cheque for £5,000 to Mr Jock Stein, joint president of the event.

Market News

MENTHOL: BIG RISE

London, January 15: Menthol which has been steadily rising for months leaped ahead during the week by £1 per kg following the imposition by Brazil of an 8 per cent export tax; Chinese material already scarce rose in sympathy. The EEC import duty of 10.8 per cent on honey imports from countries outside the Community which is charged from January 1 is expected to filter through to buyers some time next month as stocks bought prior to its imposition are used up. Cherry bark was up £25 metric ton while gentian root appeared difficult to find. Dearer were hydrastis, pepper, turmeric and lemon peel.

Tinnevely senna shipped from the port of Tuticorin during December 1973 included 123 tons of leaves and 1 ton pods consigned to the US. Scarcity of vessels calling at the port precluded any shipments to Europe or the UK.

In essential oils citronella and arvensis peppermint were higher while anise eased slightly. Bourbon geranium was again being offered but at a higher level.

The position of pharmaceutical chemicals is becoming more difficult with some makers unwilling to quote firm prices because of the uncertain raw material rates. For instance sulphur has risen steeply in the last month or so affecting manufacturers of sulphates. Sulphonamides are scarce and firm. Following the announcement last week that one manufacturer of opiates had increased his rates, another large maker has fallen in line. The new rates for these are given below together with advanced prices for bromides and many vitamins.

Pharmaceutical chemicals

Acetomenaphthone: 100-kg lots £0.64½ kg.
Adrenaline: (per g) Synthetic, 1-kg lots £0.09 500-g £0.10; acid tartrate £0.075 and £0.80 for similar quantities.

Ascorbic acid: £6.00 kg; 5-kg £5.00 kg; sodium ascorbate, olus 80; silicone-coated, olus 25p kg.
Bromides: Crystals (£ per metric ton).

	50Kg	250Kg	ton
Ammonium	512.00	487.00	457.00
Potassium*	462.00	437.00	427.00
Sodium	456.00	431.00	421.00

*Powder plus £24 per ton.

Calciferol: £380 per kg.

Calcium pantothenate: £5.50 kg; £4.00 kg.

Cyanocobalamin: £1 per g.

Hydroxocobalamin: £3.00 per g.

Nicotinamide: (per kg) £4.00; 5-kg £3.00.

Nicotinic acid: (per kg) 1-kg £3.80; £2.80 in 5-kg lots

Opiates: See col 3.

Pyridoxine: £13.75 kg; £12.75 kg in 5-kg lots.

Riboflavin: £19.00 kg; 5-kg lots £18.00 kg.

Sodium pantothenate: (kg) £7.50; 5-kg £6.50.

Thiamine hydrochloride: £9.20 kg; 5-kg £8.20 kg; mononitrate £9.70 and £8.70 respectively.

Vitamin A: Oily 1 million iu per g £7.60 kg per 5-kg; dried acetate 325,000 iu per g, £6.10 kg; 500,000 iu £7.25—both in 5-kg lots.

Vitamin D₂: Powder for tableting 850,000 iu per g £25.00 kg; £24.00 kg.

Vitamin E: (per kg) 25 per cent (gel) £10.85; 50 per cent powder £8.50. acetate £12 kg; £11 for 5-kg lots.

Opiates: (£ per kg) subject to DDA regulations.

	1 kg and over	Under 1 kg
Codeine		
alkaloid	198.00	206.00
hydrochloride	172.00	180.00
phosphate	151.00	157.00
sulphate	172.00	180.00
Diamorphine		
alkaloid	233.00	245.00
hydrochloride	213.00	223.00
Ethylmorphine		
hydrochloride	193.00	200.00
Morphine		
alkaloid	218.00	227.00
hydrochloride	178.00	185.00
sulphate	178.00	185.00
tartrate	216.00	225.00

Crude drugs

Aloes: Cape nominal; Curacao £940 metric ton spot.

Cherry bark: Spot £475 metric ton; £440, cif.

Gentian: Root £1,000 metric ton spot nominal.

Honey: (per ton in 6-cwt drums ex-warehouse)

Australian light amber £560, medium £550, Canadian £614, Mexican £550-£560 (all approximate).

Lemon peel: Spot £680 metric ton; £670, cif.

Menthol: Brazilian £10.50 kg spot and cif.

Chinese £13.00 spot; £12.60, cif.

Pepper: Sarawak black £605; white £985 ton cif.

Turmeric: Madras finger £307.50, cif.

Waxes: Bees nominal **Candelilla** £570 ton spot;

£545, cif. **Carnauba** prime yellow, spot £725;

£675, cif; fatty £420; £415, cif.

Essential oils

Anise: Spot £28.00 kg.

Camphor white: £2.20 kg, cif.

Citronella: Ceylon £2.70 kg, £2.40, cif.

Eucalyptus: Chinese £7.80 kg, cif, for 80-85, per cent.

Geranium: (kg) Bourbon £21.15; Congo £14.

Peppermint: (kg) Arvensis-Brazilian spot £4.60

£4.45, cif. Chinese £7.80 cif. Piperata American

from £17.00.

The prices given are normally those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

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851st Year



St. Bartholomew's Hospital Area Pharmaceutical Service
(Noel-Hall Area Number 7)

PRINCIPAL PHARMACIST

Special Production

An opportunity now occurs for qualified pharmacists to apply for this new post resulting from the creation of the number 7 Pharmaceutical Service based at St. Bartholomew's Hospital but with commitments within the Area and with Regional and Area responsibilities.

The Pharmacy Department has recently been upgraded and is newly designed and fitted with up-to-date equipment, and there research facilities available.

The person appointed will need to have managerial ability and be experienced in Special Production, either in the Health Service or in industry.

The job description is available from the Manpower Adviser, St. Bartholomew's Hospital, West Smithfield, London EC1A 7BE. (telephone: 606 7777 extension 7430) or telephone the Pharmacy Department on extension 416 to arrange for an informal visit. Closing date for return of applications 31st January 1974.

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BASIC GRADE PHARMACIST full or part-time required for a recently modernised and enlarged Pharmacy, in this 964 bedded mainly acute, District General Hospital. Within easy reach of pleasant residential areas and Central London. Enquiries to Area Pharmacist, Ext. 125. Application forms obtainable from the Hospital Secretary, Tel. 01-539 5522. Ext. 351. Returnable as soon as possible.

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PART TIME SENIOR PHARMACIST required . . . 20 hours per week, at recently modernised and enlarged pharmacy in this 964 bedded, mainly acute District Hospital. Within easy reach of pleasant residential areas and central London. Enquiries to Area Pharmacist, telephone 01-539 5522. Ext. 125. Application Forms obtainable from Hospital Secretary, Ext. 351. Returnable as soon as possible

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Group of Hospitals

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£1785 – £2196

Full time pharmacist required (part-time considered) for Group Pharmacy based at the Manor Hospital, Epsom, Surrey. For further information ring Mr Campion, Chief Pharmacist. Tel. Epsom 26291 Ex. 208.

Application forms and job descriptions (where available) for all the above posts from The Group Personnel Officer, Manor Hospital, Epsom. Tel. Epsom 26291 Ex. 233.

Hastings Group

Hospital Management Committee

CHIEF PHARMACIST
(Category III)
BEXHILL HOSPITAL

for a small but busy department, serving this hospital, another hospital and a Convalescent Home. A new Geriatric Unit and Day Hospital is due to open early this year.

Bexhill is situated on the sunny Sussex coast, and good hospital accommodation can be provided for a single lady, or a couple.

Please apply in writing stating age, experience, and giving two names for reference to The Administrator Bexhill Hospital, Bexhill-on-Sea, Sussex, or telephone the Group Chief Pharmacist, Royal East Sussex Hospital, Hastings (Hastings 4513), for further details.

Please quote reference 737.

**Please mention
C & D
when replying
to advertisements**

Ilford and District Hospital
Management Committee
Group Pharmacy
DEPUTY CHIEF PHARMACIST
V (Group)

Salary scale £2,049/£2,580 p.a.
plus £126 p.a. London Weighting.
Applications to Group Secretary,
King George Hospital, Ilford Essex.

Contract Packaging

Fleur®

The Specialists in High Quality
Contract Manufacturing
and Packaging for the
Toiletry and Cosmetics Industry

Competitive Prices. Guaranteed Quality.
Guaranteed Delivery.

Goods insured on premises.

Contract manufacturing and packaging of Aerosols and Bottles for Perfumes, Alcoholic lotions, Shampoos and other toiletries.

Please telephone our Managing Director for a discussion.

Fleur Beauty Products Ltd

Butterley Hill, Ripley, Derby DE5 3LU
Tel: Ripley 44266 (STD code 0773)



Classified advertisements

Situations vacant



Warehouse Supervisor

Vestric, a member of the Glaxo group of companies, is the largest pharmaceutical wholesaler in the United Kingdom, serving independent retail pharmacists and in addition veterinary surgeons and hospitals.

A Warehouse Supervisor aged 25/40 is required at the Company's Enfield branch, experienced in modern warehousing methods, who will be responsible for correct order flow and for the control and efficient working of warehouse personnel.

The Company offers an attractive starting salary together with significant fringe benefits, which include pension and life assurance schemes, profit sharing bonus, etc.

Write in first instance to:

Branch Manager,

Vestric Limited

P.O. Box 21,

Lockfield Avenue,

ENFIELD Middlesex.

HOW LONG TILL YOU'RE PROMOTED?

Unqualified assistant with a flair for administration and supervision required by Independent Pharmaceutical Organisation at their East London Medical Depot for the position of Assistant Manager.

The salary offered will reflect the interest and responsibility this job carries.

Please write with career details to:

The Manager, Unichem Limited,
Westbury Road, Walthamstow, E.17.

WELWYN DEPARTMENT STORE

Pharmacist required for small branch of a large department store. Good salary, bonus and staff discount offered. Flat available if required. Post would suit newly qualified man or woman.

Apply to:
L. Griffin,
Managing Director,
Welwyn Garden City,
Herts.
Tel: Welwyn Garden 23456.

London Wholesale Pharmaceutical Distributor at present expanding in new premises, require patents and toiletries buyer. Salary commensurate with experience. Apply to Managing Director:

I. & M. Rabin,
16-24 Orsmand Road, London N1
Tel: 739 3411

Miscellaneous

FASHION JEWELLERY

Jodez (Manchester) Ltd.
34 Shudehill, Manchester M4 1EY
Tel: 061-832 6564

Largest and most exclusive selection of Necklets, Brooches, Chainbelts, Dress Rings, Earrings (all types). Hair-Ornaments, etc.

THE U.K.'s biggest travel club offer the lowest air fares to Africa, Australia, N. Zealand, U.S.A., Canada, S. America and other parts of the world. For details contact: Oversea Relatives Reunion Club, Suite 2 Central Chambers, 77, Westborough Scarborough. Tel: 66955.

FASHION JEWELLERY — GENTLE MEN you can't sell perfume in a jam jar, it has to be elegantly presented. The same principle applies to FASHION JEWELLERY, our elegant displays all marked with retail price inc. V.A.T. can be working for you within minutes of delivery and be credit to your shop. Our huge range ensures lucrative profits through fast sales. Delivery on the spot now waiting. Contact: R. F. Vernon Co., 36 Poman Road, Birstall, Leicestershire. Tel: 675327 S.T.D. Code 0533. NOW

Important Announcement

Johnson & Johnson Limited product distribution throughout London, Home counties, and most Southern Counties. Contact Basingstoke Hygiene Products (UK) Ltd, 2b Amity Road, Reading RG13 1J. Tel: Reading 67688. Stop Press! Large Stocks Inco Pads Available.

Wanted

URGENTLY REQUIRED, all items connected with old-fashioned Pharmacies—Runs of drug drawers, shop rounds, jars, etc. Complete interiors of pharmacies bought. Telephone Ashted (Surrey) 72319 or write Robin Wheeler, "Maplehurst", Park Lane, Ashted, Surrey.

WE WILL PURCHASE for cash a complete stock of a redundant line, including finished or partly finished goods packaging, raw materials, etc. No quantity too large. Our representative will call anywhere. Write or telephone Lawrence Edwards & Co. Ltd., 6/7 Wellington Close, Ledbury Road, London, W.11. Tel: Park 3137-8.

GOOD PRICES always paid for complete old Chemists shop interiors, including shelf, drawer, and dispensing units, showcases, jars etc, 127, Pancras Rd., London, N.W.1. 01-387 6039.

Business for sale

CHEMIST AND PHARMACY WITH DWELLINGHOUSE

Owing to death of proprietor, for sale as going concern with early entry, busy old established business on main road. Eight miles west of Edinburgh, including heritable property comprising well fitted shop with basement and dwellinghouse, 2 public rooms, 3 bedrooms, kitchenette and bathroom with ground adjoining. Turnover £18,000 p.a. Scope for development. Stock at mutual valuation.

To view Tel. Kirkliston 352. Further particulars from and offers to Ketchen & Stevens, W.S., 57 Queen Street, Edinburgh, Tel. 031-226 4081.

For Sale

Stellar Cash and Carry
Blooms Grove Estate, Ilkeston Rd. Nottingham

16,000 sq ft 3,500 stock lines
Open until 8 pm Mon, Wed, Thur
Personal Service

Telephone Nottingham 76641

Star value for January

Compare these prices

Excluding VAT Subject to availability

Wilkinson Sword Blades	25	2-90
Colgate Toothpaste	12 x 1ge	1-29
Mum Rollette Comp.	12	1-49
Johnson Baby Powder	12 x ecn	2-24
Kleenex Mens	24	2-49
Polysel 6 x 1ge		0-66

3 important New facts for 1974, from new-formula CIDAL

Over 4,000 genuine consumer enquiries

were received as a result of the 1973 advertising campaign – real proof that CIDAL is rapidly becoming the household name for skin care soap.

New Medical Ingredients:

CIDAL now contains Irgasan a new germicide, very effective yet very gentle, and ideal for a good skin care soap.

Year Round Advertising:

From January to November CIDAL skin care soap will be continually advertised in the press throughout the UK.

Well over 100 insertions in Women's magazines, Teenage magazines and Family magazines e.g. Woman, Loving, Woman's Realm, My Weekly, Honey. And many others.

Three irrefutable facts that will continue to make New Formula CIDAL the year round sales winner in skin care soap. For further details contact

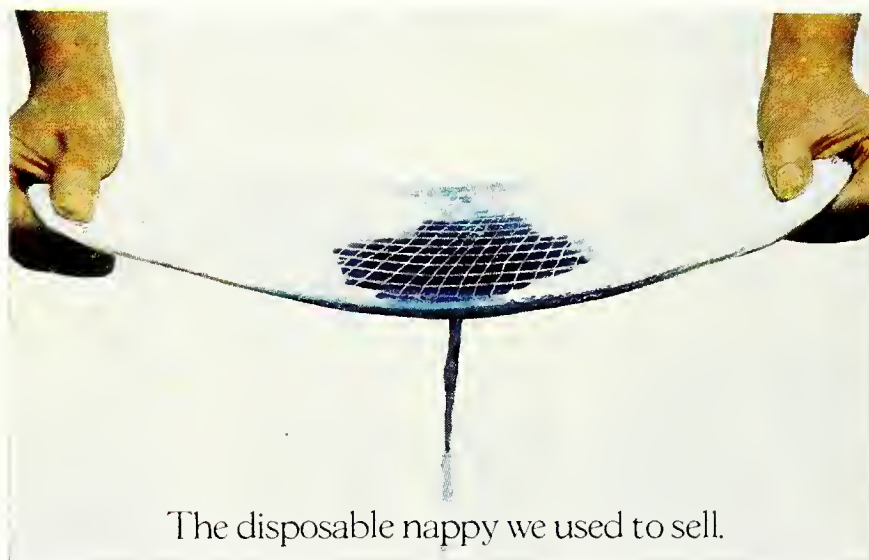
CIDAL

P.O. Box 30, Liverpool L69 3DY.

Available
from all
leading
wholesale
chemists



Recommended Retail Price
3oz. – 9p.
5oz. – 12½p.



The disposable nappy we used to sell.

**You only take a product off the market if
you can replace it with a better one.**



The only disposable nappy we sell today.

Lilia-White now make a disposable nappy
with a waterproof backing.

This enables moisture to be dispersed over
the whole nappy, preventing leakage.

It also enables us to claim we make the best
rectangular nappy on the market.

So beware of imitations.

Golden Babe Bambi. The new disposable nappy from Lilia-White.

Supplement to Chemist & Druggist 19 January 1974

SUNGLASSES 1974



Six trendy colours
and only £1 (PLUS VAT)
Bartex PL180/AM

**For rapid turnover & big profits
Polarised Sunglasses from the
House of Bartex**



Alfred Franks & Bartlett Co., Ltd., Bartex House, 167-185 Freston Road, London W10 6TH.

01-960 0922/8

samco samco samc

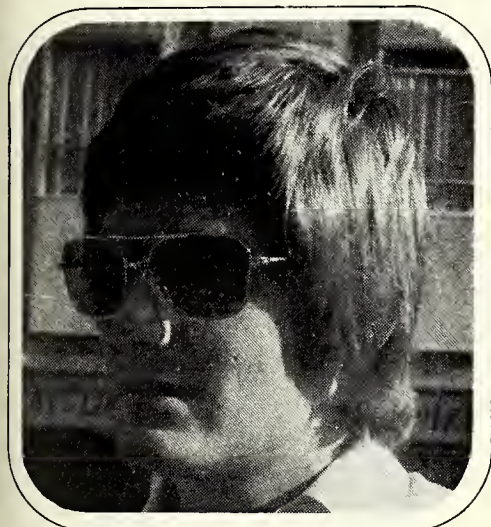


samco samco samc

LEON HOUSE HIGH STREET CROYDON CRO 9XT SUR

samco samco samc

samco



Sunglasses for 1974

Get away from the gloom ...

If summer sunshine looks a long way off in the current economic gloom, a browse through the colourful pages of the coming season's sunglass catalogues will prove that one industry, at least, is anticipating better days ahead.

Sunglass manufacturers have to plan two seasons in advance but they are quick to adapt their ideas and their merchandise to market changes. And for 1974 the trend is definitely "up market"—whatever the pundits may say about falling spending power.

Shortages of raw materials have and will affect prices in this, as in any other sector, but in general this year's higher prices reflect extra built-in quality, which the consumer has been demanding more and more. However, the sharp rise in metal prices—and especially of gold—is of sufficiently long standing to have restricted the availability and range of some metal models. The gold position has, in fact, renewed interest in silver and nickel plate.

An example of the upward movement in the market can be found in the fact that a well known name in this year's catalogue is offering models selling at almost £30—models that carry a "haute couture" label. Like other pieces at this end of the market, some have photochromic lenses which adjust in colour according to the light conditions. Many of the ranges include models glazed in this way, and all are in the over-£10 sector. Some manufacturers who offered them last year were sold out half way through the season.

Polarising lenses continue to make up a greater and greater proportion of nearly all the collections, and there is renewed interest in providing models for children.

In frames, the features are gradient colouration—either vertical or horizontal—opaline and mottled colours. Light coloured frames that allow the eyes and skin texture to show through are particularly attractive combined with the larger pale lenses.

But good designs still require selling, and more suppliers with branded ranges are using Press and television advertising to make the customer ask for a name rather than just "a pair of sunglasses". One offers advice on what the retailer should stock on "demographic" principles. But the choice is wide, and the survey on the following pages will direct the chemist to the suppliers and manufacturers most likely to fill his needs for this profitable market.

samco

TEL 01-681 0376/7

samco

A GUIDE TO THE COLLECTIONS

Polaroid (UK) Ltd
Rosanne House
Welwyn Garden City
Herts AL8 6TY

The 1974 range brings forward all the best-selling models of 1973 supplemented by 28 new designs, which reflect some of the most contemporary ideas in fashion, style and colour. All offer virtually complete protection (over 96 per cent elimination) against sunlight's potentially-harmful ultra-violet radiation and up to 99 per cent elimination of horizontally reflected glare.

The collection totals 54 styles, many with alternative frame colours or lens colours, bringing the total complement to 91 models. Prices range from £1.25 to £6.95.

The continuing trend towards classic elegance in plastic frame shapes is exemplified in model 8437 (£2.30) in a mottle of kingfisher blue and brown, set off by deep eyed frame. The shape features a high top rim which includes the whole of the eye make-up area within the pale tan lenses to give the face an "uncluttered" look.

For rounder faces, model 8434 offers a geometrical design (£2.95) with metal/plastic combination low-set sides and parallel top and bottom rim of even thick-

Polaroid Model No. 8434 is a geometrical design with metal/plastic combination low-set sides and parallel top and bottom rims of even thickness. The sides are lined with plastic for comfort and to eliminate reflections. The pale tan lenses complement the heavier appearance of the frame. (£2.95)



ness. The sides are lined with plastic for comfort and to eliminate reflections.

Dégradé colourings are used in three styles, including the model 8347 (£3.22). The design has a high top rim emphasised by the dégradé smoke colouring which



Grafton Optical Co Ltd
1 Worship Street
London EC2A 2DJ

Enamelled-on colours in the Silhouette range, predicted as winners last season by Grafton, in fact sold out beyond availability, and the company expect them to be equally popular this season. New in this category are chocolate and tan colours.

The overall collection has been reduced to some 12 different styles and there are fewer choices of colour in each style—both moves that will be appreciated by the stockist in the case of a top-of-the-market range. Trade prices are from £7.00 to £11.76.

This year there is less emphasis on metals, though all plastics are combined with metal, and particular attention is

Model 569 from Grafton (£7.24 trade) is an example of the strong bridge design featured in this year's range. Below is Model 565 which has side arms hinged at an unusually low level but the sunglasses remain so low on the face because of the bridge design that the wearer does not see the bottom rim. This plastic and metal model is £8.36

fades to a clear crystal lower rim. Dégradé emphasis for narrower faces is offered model 8349 (also £3.22), a blue smoke varying-toned style in which the concentration of colour at the sides of the frame appear to draw the eyes apart.

In metal framed sunglass styles, silver and nickel plate finishes are sharing renewed interest with gold in 1974. The main collection has a total of 20 metal framed styles, five of them new, with six models available in gold finishes. A particular note is the re-introduction of model 6005, an octagonal lightweight Alurium frame, designed to go with so feminine fashions (£6.95).

One of the most unusual in the metal frame shapes of the collection is model 4330 (£3.75). Its eccentric, slim nickel frame contour combined with a strong single bridge and supporting brow-bar makes this an ideal sunglass for sport and motoring.

Polaroid have also re-introduced to the collection a child's sunglass, model 836 (£1.25). It has a durable injection-moulded plastic frame and carries Polaroid's 2 per cent tan lenses.

The wider variety of frame styles for prescription spectacles is reflected in an increased range of nine clipover designs including the flip-clip.

Combination packs with free display stands are available, from the 30-model introductory pack upwards. National Press and television campaigns will go out in the spring and summer.

Polaroid Model 4431 is a classic metal frame incorporating low sides and single low-set bridge. The softly rounded rectangular contour of the frame is an ideal foil for more angular facial planes and relatively small faces. Available only in nickel plate finish with high transmission neutral lenses (£3.75)

paid to detailing with studs, twirls, etc. Mottled plastic frames are lighter than last year, allowing skin tones to be seen through them. Additional to their standard collection, Grafton offer the "trendy Futura collection in glo colours, which last season attracted considerable Press interest. These models sell at about £16.



*The Nineteen Seventy four
Zeiss Umbral
Collection
is now being shown*

*Our new colour catalogue
is available on request*

*Carl Zeiss(Oberkochen)Ltd Degenhardt House
31-36 Foley Street London W1P 8AP
Telephone: 01-636 8050*

Whitecross Optical Co
Frederick Works
Rochester Place
Camden Road,
London NW1 9JR

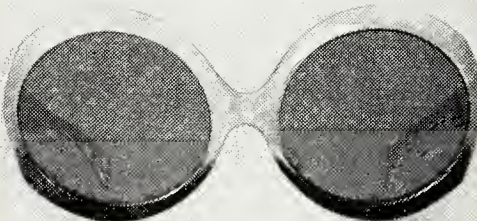
Whitecross offer a wide choice of styles with polarised lenses both in plastic frames and metal gilt or chrome frames (£1.25-£2.50 plus VAT). Four units of polarised models are available. The Vogue box contains 12 pieces, each of a different style, covering the full price range. The Super Style unit is an attractive counter display stand with 72 sunglasses, 12 different models of six pieces each style. The Perfect and Supreme are two counter display stands each of 36 (six models of six pieces). A pouchette is supplied free with each polarised sunglass.

For standard lenses Whitecross also have an extensive range, with models in subtle marbled shell-coloured frames in attractive shapes as part of this section. Three different stand assortments and two boxed assortments are available. The Galaxy is a floor display stand on castors consisting of 180 plastic and metal framed sunglasses across 20 different models ranging in price from £0.27 to £1.60 plus VAT, together with 12 flip clips (£0.50 plus VAT).

The Festival unit is a counter stand assortment of 120 sunglasses in the range £0.27 to £0.90 plus VAT with 12 delux clip-overs (£0.40 plus VAT). The Elite is the third assortment comprising 60 sunglasses, metal and plastic, at £0.90 to £1.60 plus VAT. There are ten different models—six pieces of each style plus a counter display stand.

For the retailer who only requires a small assortment there are the Empress box and the Excelsior for men, both being units of 36 sunglasses in the range £0.27 to £0.55 plus VAT. Children and teenagers are catered for in the collection with attractive models retailing between £0.06 and £0.18 plus VAT.

Apart from the flip-clip and delux clip there is the swivel clip (£0.30 plus VAT). An attractive sunglass case with gusseted sides is available in pleasing colours.



Four models from the Whitecross collection. They are (top to bottom), model 352 (£0.16 plus VAT) child's; model 426 (£0.90 plus VAT) ladies'; 3545 ladies', including opaline colours (£1.60 plus VAT); and 947 ladies' with opal duocolours and haute couture sides (£2.50 plus VAT)

P. Oliver Goldsmith Ltd
18 Station Close
Potters Bar, Herts EN6 1TS

The Oliver Goldsmith "luxury" collection (£9.68 to £17.60) comprises 15 models available in six colours per design. The frames are available with CR39 hard resin lenses in five fashion shades, and there are two graduated lenses in brown and smoke. At the top of the range are sunglasses with Photosun automatic colour change lenses. All the glasses in the luxury range are hand finished and the accent in the designs has been on elegance, comfort and quality.

A "de luxe" collection, introduced for the first time in 1974 (£1.95 to £6.75 including case) is expected to appeal to the chemist who wants saleable sunglasses at a reasonable price from a well-known manufacturer.

Full-page advertisements will appear in major magazines commencing in March, followed by further advertising until June. Oliver Goldsmith advertisements will also appear on 188 London buses in the spring. Sunglass stands and promotional material will be available with initial orders.

From Oliver Goldsmith's "luxury" collection, available with CR39, graduated or Photosun lenses

NPU Marketing Ltd
Mallinson House
321 Chase Road
London N14 6JN

The Nu-look range of quality sunglasses exclusive to independent chemist members of NPU this year comprises some 60 lines covering 31 models. Most have polarising lenses, mounted in high fashion, combination style, aluminium metal, clip-on and economy range frames. Eight of the designs are available with non-polarising, graduated optically-cast lenses. Prices range from £1.35 (economy) to £4.01 (gold frame and graduated lenses).

Each sunglass is individually boxed complete with plastic case and test disc. The Economy and Graduate ranges are in counter displays of six pairs. Free stands floor or counter are available to display 12 to 72 pairs.

For the first time, five pre-packs are offered at additional discounts, and a gift incentive scheme will be in operation on orders placed with representatives up to the end of March. Early sales suggest that growth will be in the region of 25 per cent, say NPUM.

This year's NPU range includes (top to bottom): model 325 with graduated lenses (£3.42), model 1118 in anodised aluminium (£3.32), and model 1008 with polarising lenses (ladies' £2.63, men's £2.76)



Linda Farrow
333 Grays Inn Road
London WC1X 8PX

Linda Farrow offer a collection of some 42 models in 29 different styles. The main range is supplied with polarising lenses and the models are designed to sell at between £1.50 and £3.15. Two models are glazed with CR39 lenses (£3.80) and others have East German Zeiss Umbra or photochromic lenses. All the sunglasses are individually cased and boxed.



Sunbrella shades better

In 1974, there's one make of sunglasses you'll be seeing all over the country: Sunbrella.

What's more, you won't be alone.

Because 20,000,000 other people (69% of all adults in the U.K.) will be seeing them too—featured in 3 colour commercials on Thames, Anglia, Harlech, Scotland, Granada, Southern, Border, Westward, Midlands and Trident (Tyne Tees and Yorkshire) television.

That should give you some idea of the scope of Sunbrella advertising for 1974.

To give you some idea of the Sunbrella range, it contains over **120** different models! Covers every fashion, male and female. And provides every kind of lens: impact resisting, photo-change, polarising Zeiss umbrals, CR39 (the kind used by moon astronauts).

We'll also supply you, free, with a choice of wire stands, highlighter stands & showcards. Plus special displays for the new Emerson Fittipaldi and Amy ranges.

Shades better?

Anyone can see they are.

Sunbrella

For a comprehensive catalogue plus all details of display material ask your Jacquelle representative, or else contact us direct:

Jacquelle Sales
Kitty Brewster Estate, Blyth, Northumberland
Tel. no: Blyth 2596



Introducing the Polaroid Sun.

This is one sun you'll be happy to have shining in your customers' eyes.

It's the Polaroid sun. And as our new emblem, it tells your customers they're getting genuine Polaroid sunglasses.

It'll be displayed on and near anything that has to do with our sunglasses. On point of sale materials, hang tags, and promotional pieces.

Our sun will assure people they're getting a product that can get rid of up to 99% of glare and up to 96% of all ultra violet light.



And that it's made of 7 laminated layers including protective coatings which make our sunglasses scratch and shatter resistant.

We give your customers the best sunglasses available. And we're giving you an extensive advertising programme to help you sell them.

You'll be seeing the Polaroid sun everywhere.

Because we think the best way to bring people into your store, is by keeping our sun in their eyes.

Polaroid Sunglasses



"Polaroid" is a registered trademark of Polaroid Corporation, Cambridge, Mass., U.S.A.
Polaroid (UK) Ltd., Rosanne House, Welwyn Garden City, Herts.



For Glamour
without
Glare . . .
choose

Whitecross

**POLARISED
AND STANDARD
SUNGLASSES
FOR 1974**

POLARISED SUNGLASSES



"SUPER-STYLE"

This gilt-backed revolving Counter Display Stand with mirror—supplied FREE—with a range of:

- 6 dozen assorted POLARISED Sunglasses

Cost of complete Unit to Retailer:

£96.40 (+ VAT)



"SUPREME" or "PERFECTA"

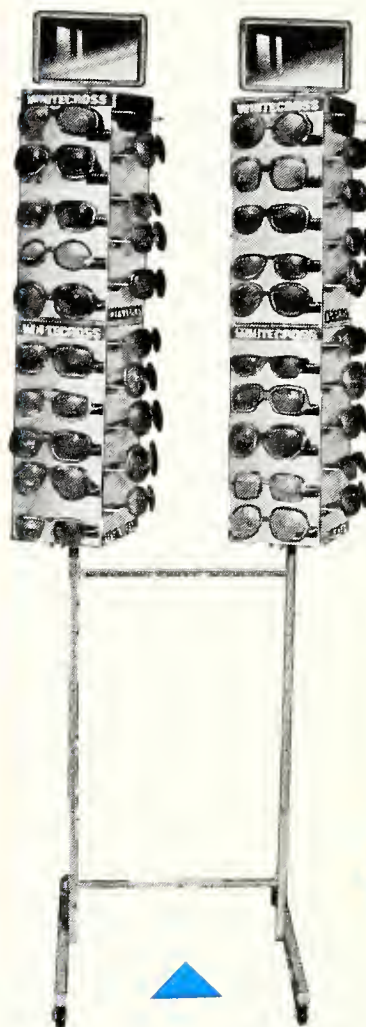
This gilt-backed revolving Counter Display Stand with mirror is supplied FREE with either of two assortments of:

- 3 dozen POLARISED Sunglasses

Cost of complete "SUPREME" or "PERFECTA" Unit to Retailer:

£48.20 (+ VAT)

STANDARD SUNGLASSES



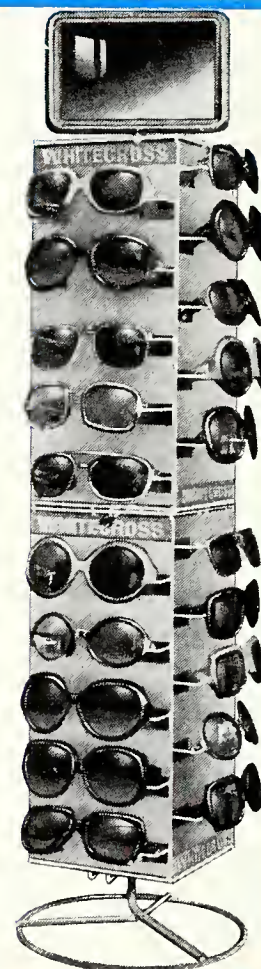
"GALAXY"

This white-backed revolving Floor Display Stand on castors and with two mirrors—supplied FREE—with a range of:

- 15 dozen assorted Plastic and Metal Framed Sunglasses
- and 1 dozen Clip-overs

Cost of complete Unit to Retailer:

£95.92 (+ VAT)



"ELITE"

● 5 dozen assorted Plastic and Metal Framed Sunglasses
Cost of complete "ELITE" Unit to Retailer:

£52.40 (+ VAT)

"FESTIVAL"

is the Counter Stand as illustrated but white-backed, and comes with an assortment of:

- 10 dozen popular Plastic Framed Sunglasses
- and 1 dozen Clip-overs

Cost of complete "FESTIVAL" Unit to Retailer:

£46.32 (+ VAT)

**ALL OUR SUNGLASSES ARE
AVAILABLE AS INDIVIDUAL LINES**

Ask for our illustrated brochure showing our complete range of POLARISED and NON-POLARISED Sunglasses

THE WHITECROSS OPTICAL COMPANY OF LONDON

(Proprietors: Frdk Lehmann Co Ltd)

FREDERICK WORKS ROCHESTER PLACE LONDON NW1 9JR

TELEPHONE: 01-485 6731

Henry Weinberger Ltd
Britannia House
100 Drayton Park
London N5 1NA

At the heart of the 1974 Olive collection is the new Europa range featuring the latest horizontal and vertical dégradé opaque and transparent colour frames. There are five styles and lenses are in "antishock" tempered glass or acrylic material. The polarised range includes 15 new styles and now covers more than 30 altogether, with frames in plastic, anodised aluminium, metal plated, metal and electroplated (gold, nickel and matt black).

Optically-ground photochromic lenses are offered in a universal shell frame in model 4437 (£11.00) and there are two styles fitted with East German Zeiss Umbral lenses.

Some 20 more models are fitted with conventional lenses, in plastic, chrome plated and metal frames. Clip-ons are available in both polarised and conventional ranges, and a selection of children's styles is offered on a display card of one dozen.

Many items are supplied in display-box assortments and there are package deals, all based on variations of the plastic module Olive have designed to display their sunglasses to best advantage and permit ease of handling. All display stands are supplied free of charge with selected assortments. A full-colour catalogue is available on request.

Jackel & Co Ltd
Kitty Brewster Estate
Blyth, Northumberland NE24 4RG

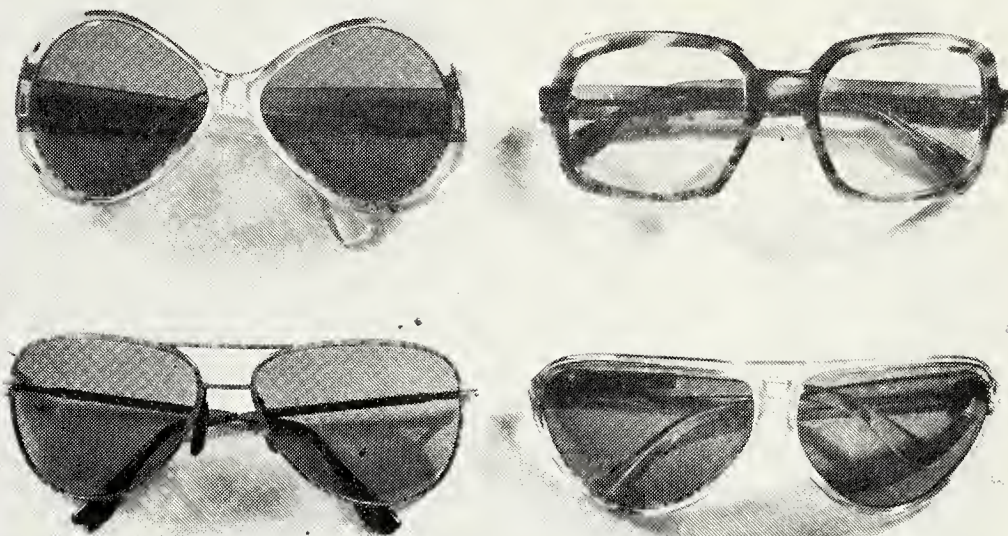
It is two years since Sunbrella made its first appearance to the trade as a new name in sunglasses, and Jackel say that all the signs point to this being "Sunbrella's year". In fact, they confidently expect Sunbrella to move into second position in the sunglass market.

Whilst fashion is the keynote in the range, Jackel have made sure that amongst their 120 different models, there is "something for everyone". All kinds of lenses are available — polarising, impact-resisting, Zeiss Umbrals, CR39 and "Photochange" lenses. On price, Jackel are holding to the "middle of the road", and the highest retail price is £8.50 for the haute couture styles. In 1974 Sunbrella will, say Jackel, represent the widest single brand range of sunglasses being sold direct to the chemist.

Merchandising units and showcards which serve to emphasise the determination to make 1974 Sunbrella's big year include three sizes of wire stands (counter unit, floor unit, and "wheelbarrow"), while smaller counter stands highlight the individual ranges, including a "totem pole" with children's glasses for "squaws and braves".

For a touch of nostalgia Sunbrella have the Amy range (strains of Amy Johnson) with polarising lenses and a special counter unit. For the men, Emerson Fittipaldi racing glasses with impact resistant lenses.

Jackel plan high frequency spots nationally on commercial television this



From the Olive collection are: top left, model 144, a polarised ladies' model with a choice of smoked (including dégradé) and tan lenses; model 4437 with optically-ground photochromic lenses changing in density according to the amount of light; bottom left model 259, polarised lenses in pilot shape with metal frames of black, white, red, yellow or blue; bottom right, model 4852 is an example from the new Europa range featuring the latest dégradé opaque and transparent colours and shell, this model having tempered glass lenses

summer, with the campaign theme "Sunbrella shades better!".

Working on the principle that catalogues tend to get lost under a pile of paper on the chemist's desk, Jackel have produced a Pirelli-type calendar with various Sunbrella sunglass styles shown to their best advantage. At the back of the calendar, the stockist will find his catalogue, with every sunglass style illustrated and priced, together with an order form and illustrated details of merchandising aids.

Spectrum 67 (Aspherics) Ltd
West Street
St. Helens, Lancs

The 1974 Shades range of sunglasses has been concentrated on light and elegant designs. These will primarily consist of silver and gold metals, some interesting light metalloid frames and also coloured enamel finishings in a variety of bright and attractive colours which, the company say, show every sign of being extremely popular during the coming season.

The advertising campaign for the year will follow a similar pattern to 1973, using national dailies.

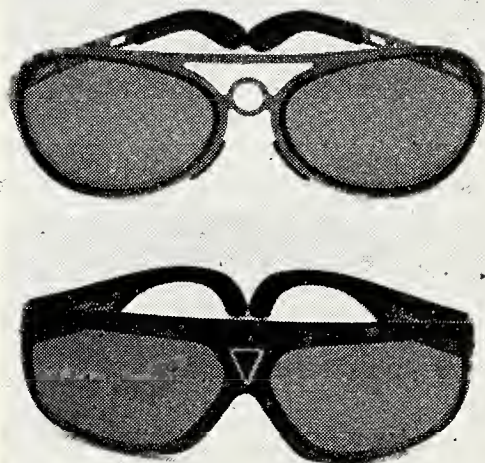
Sunayds
Division, North Western Optical
Co Ltd
86 Vauxhall Road
Liverpool L3 6DL

Sunayds are main distributors for the season for Polaroid, Zeiss, Samco, Whitecross, Bartex, Olive, Solabra and Raycroft. Both polarised and non-polarised versions are offered.

The company believe they have one of the largest ranges in the country—their policy being "unsurpassed service" backed by large stocks.



Above, Combo-Sunbrella with Umbral lenses. Below, models 1030 and 1051



S.I.C. Plastics Ltd
Leon House, High Street
Croydon CR0 9XT, Surrey

The Samco collection places emphasis on style and quality and offers a range to appeal especially to the 1974 customer anxious to get value for money.

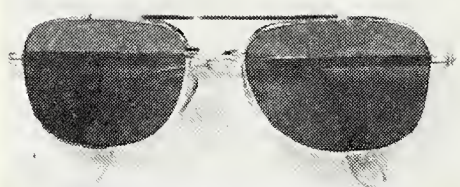
Samco are Italy's biggest sunglass producer, but the range supplied in UK is hand picked for Britain. It is particularly strong in polarised, with 36 different styles, all presented in attractive colour combinations and supplied with a free wallet. Metal frames in polarised range from £2.15 to £3.40 while acetate frames retail from £1.65 to £2.35, where there is a range of hand-finished, double-sprayed models.

This year, Samco have eliminated the pin hinge from all adults' sunglasses, so that even the lowest priced models have a high quality metal hinge. There is, for example, a range of five acetate-framed styles at £0.85 that would not be out of place in a much higher price bracket. These are fitted with half-coquille filter-

Polarised style 214 by Samco (£2.15)



In acetate, this Samco model 184 sells at £2.35



Four models of the Braun collection. Top left, 1016 and top right, model 1015 both in assorted opaline and crystal gradient colours (£0.95). Bottom left model 707 in gold and nickel (£0.85) and bottom right, model 710 (0.95).

ing glass lenses. All other non-polarised styles for adults have heat-treated glass lenses, tempered and practically unbreakable.

Samco offer an attractive selection of sunglasses for children, at prices from £0.07 to £0.18; the pre-teen styles at £0.30 are said to be an especially good buy.

The Gondola 15-dozen fashion pack ensures the retailer has sunglasses to meet the major demands of style and price from all age-groups. Like the San Remo three-dozen polarised starter pack and the Elba, it is supplied with an attractive free display stand.

L. Braun Ltd
22 Cowper Street
London EC2A 4AX

The Solabra collection for 1974 includes some 25 styles in the "popular" selection and 36 in the polarised selection. A full range of materials and colours is offered

in the frames, including plastics and metals at prices of £0.35 to £1.25 in the "popular" and £1.15 to £2.90 in the polarised. The popular selection includes four plastic and one metal model with silver mirror lenses. Expected to be particularly good sellers for the coming season are opaline colours and crystal gradient colours, exemplified in models 1015 and 1016, both made to sell at £0.95.

In addition to the above, the Solabra range includes a children's selection with boxed styles at £0.12½ and others on display cards at £0.08 to £0.18. The clip-on selection offers four models in assorted sizes including a flip-clip and one polarising.

Three main display units are offered—the S14 with 156 sunglasses and 12 clip-ons (£0.12½-£1.00); the S10 with 120 metal framed sunglasses (£0.85-£1.00), and the S24 with a total of 24 dozen units (£0.12½-£1.25). Free revolving stands are supplied in each case. Free units are also supplied with polarised—ladder, dispense and revolving with, respectively, two, three or four dozen. Full-colour brochure available.

Samco model 234 for men is in metal with polarising lenses (£2.15)



Another Samco acetate design, model 024 (£1.69)



Verbania

SUNGLASSES

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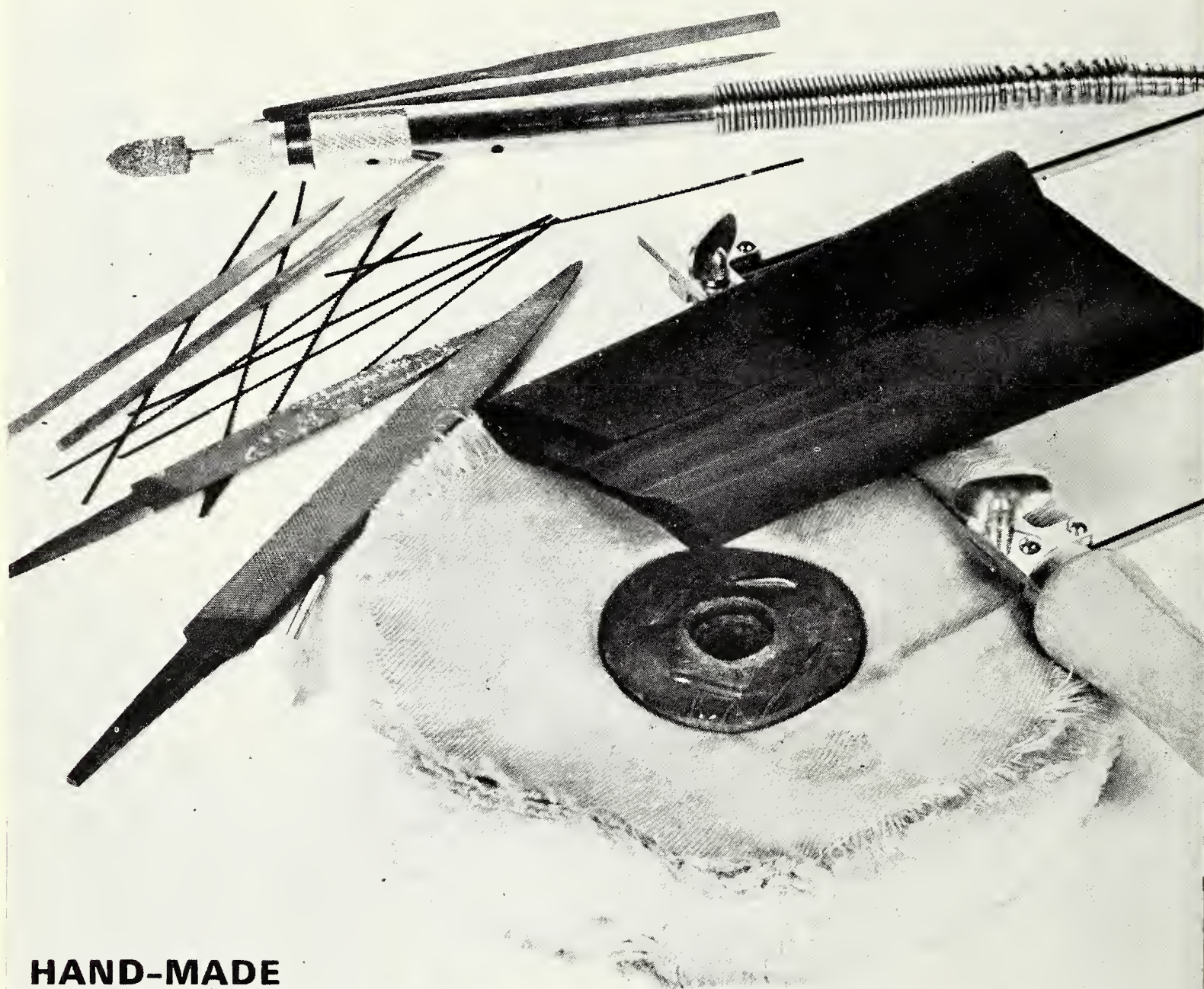
Following their successful introduction of Verbania sunglasses into Britain in 1973, Vestric proudly present their 1974 collection.

The polarising sheets used for all Verbania polarized sunglasses and clip-ons are multi-layer laminates which can eliminate up to 99% of reflected glare in addition to filtering as much as 96% of the ultra-violet element in sunlight. They are robust, hard-wearing and virtually shatterproof, expertly curved in the Verbania factory where stringent standards of inspection and quality control ensure the production of polarized sunglasses whose quality is comparable with any other on the market.

Vestric guarantee immediate replacement of any Verbania sunglass whose quality fails to conform to these high standards.

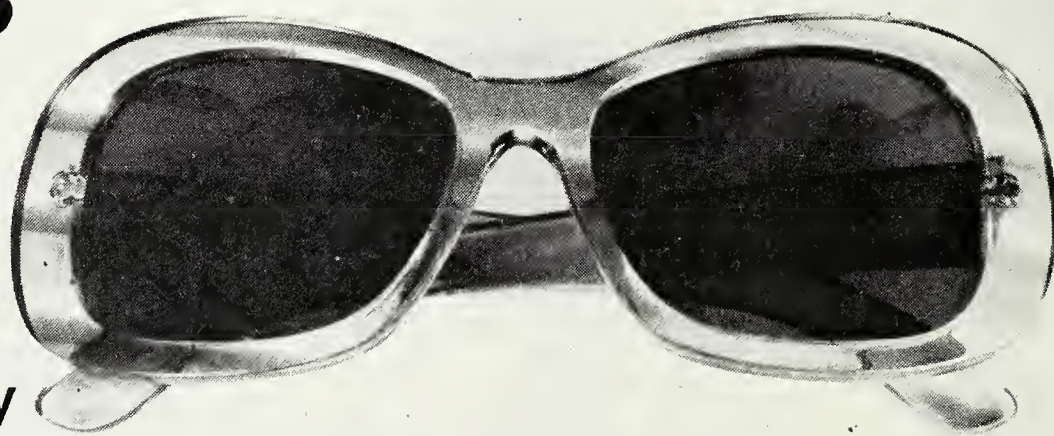


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Lessar Brothers Ltd
Hylton Street
Birmingham B18 6HW

Lessar Brothers, who market Solarite and Pol-rama sunglasses ranges, have always favoured individual selection by retailers rather than package deals. This year they are concentrating on "single packages" with their specialised ranges of Solamatic Photosun, Zeiss Umbral, CR.39 and Pol-rama sunglasses being packed in attractive individual cartons. This "singular" packaging policy means that the products are attractively presented, easy to identify and are geared to convenient stock control.

Although they have a choice of seven free display stands, Lesbro-Solarite feel that stocks of quality merchandise must be kept out of the reach of potential shoplifters. One of the most attractive stands is the new multi-coloured "D" stand, holding 60 pieces.

In 1974, Lesbro-Solarite have nine Zeiss Umbral models and seven Solamatic sunglasses fitted with light-sensitive Photosun lenses. Demand is increasing here, but chemists are asked to note that the lenses are of high standard.

In addition to 35 Pol-rama polarising sunglasses (as officially supplied to the England team to the Commonwealth Games this year), there are 25 Solarite fashion models, all offer up sound value. In fashion generally, Lessar say metals are still going to be popular for men in unisex lines. For ladies, crystal-toned plastics and opaline effects are likely to be popular.

J. J. Silber Ltd
11 Northburgh Street
London EC1

J. J. Silber offer the Optomax range of sunglasses, comprising 12 models at prices ranging from £1.83 to £3.20, plus two clip-ons (a ladies' and a men's), at £1.35. All are in "classical" styles with impact resistant or polarising lenses. There are five plastic frames and two more with metal "GT" arms. The five metal frame glasses are fitted with polarising lenses and two have gold finish, the rest silver. Both clip-ons have polarising lenses.

Supervite (London) Ltd
Unit 5, 25 Lattimore Road
St. Albans, Herts AL1 3XL

Now that the company have moved to new and larger premises at St. Albans, they have been able to extend their activities in the sunglass field. They are wholesale distributors for the Carl Zeiss of West Germany collection (including Jean Patou) and of Polaroid.

In addition, Supervite have their own range of sunglasses, mainly metal in the popular price range, with both standard lenses and polarised. They also distribute a selected range of stands and individual sunglasses by Whitecross, Solabra, Bartex and Olive.



One of Lessar Brothers' Solarite models, A27, in metal, available in gold or silver finish



From Lessar Brothers' polarising range comes model G200 in matte black with multi-coloured side and front emblems

Supervite say their collection includes a display unit which is both attractive in style and makes pilfering more difficult.

Vestric Ltd
Runcorn
Cheshire WA7 5AP

In their Verbania collection, Vestric offer a range specially prepared for the chemist. The polarised section of 22 models plus four clip-ons is strong in both metal and acetate frames, and provides a balanced choice of styles.

The non-polarised range comprises 20 styles inclusive of children's and clip-overs and is fitted with glass lenses—tempered glass in the case of the higher-priced models. The children's styles are fitted with shock-resistant safety lenses. Vestric guarantee to replace any Verbania sunglass which does not meet their published high standard.

In addition, some 15 styles carried forward from 1973 are available at last year's prices from some branches while stocks last. A 48-page merchandising unit offers a selection from 26 styles, each complete with case. Quantity discounts are available on six and more pairs of any model.

Debbex Ltd
295 Regents Park Road
London N3

An extensive range of sunglasses on counter or floor display stands is available, offering the consumer a comprehensive selection of designs incorporating the latest fashion colours and new ideas. Among the 80 different styles, there is said to be something for everyone—from trendy fashion-orientated models used mainly as colourful accessories, to more conservative styles and a high quality range.

A special demographic merchandising advisory service is available to the trade to ensure that correct stocks are available for each individual area. Trade prices range from £0.75 to £12.50.

Marby Ltd
Unit 5, 49A Oxford Road
London N4 3EY

Marby will be introducing new styles in their P. & R. sunglasses for the 1974 range. Their polarised range has been extended and opaline frames, graduated frames and graduated lenses are included in both the polarised and non-polarised ranges. New styles with two-tone effect retail from around £1.20 to £2.70 and polarised glasses are supplied in attractive cases at no extra charge. The company are continuing with four popular lines of children's sunglasses retailing from around 7p to 17p. Two types of display stand are available free on request, the floor model holding 66 pairs and the counter model holding 48 pairs.

Marby models 87336PP and 2130PP



A British photochromic

A significant item of news in the sunglass world recently was the acquisition by Pilkington Brothers Ltd of Birchware Ltd.

Birchware had already established for Britain an important place in the world sunglass market, despite a very late entry into this highly competitive field where French, Italian and Japanese manufacturers had for many years dominated. In their own right Birchware are now a major source of supply of fashion sunglasses, and have reached a standard of design which has enabled them to make an entry on the market in many countries of the world, including Italy (for a company profile, see *C & D*, May 6, 1972, p 644).

Birchware feel that, being part of the Pilkington Group, they now make possible for the first time the "beach to beach" sunglass concept. Within the group, sand is dug from the beach for the manufacture of lenses and is returned to the beach on a wearer's face in the form of a finished sunglass!

An almost immediate effect of Birchware becoming part of the Pilkington Group is that photochromic sunglasses will be added to the range of products offered from Tunbridge Wells, in Kent, where Birchware manufacture. The photochromic sunglasses—which will be

supplied to various companies by Birchware, who retain their almost anonymous role—will feature this wholly British made lens which Pilkingtons have patented and which becomes an alternative to the Corning lens made in America or under licence in Germany.

In the 1972 company profile, *C & D*

reported: "There can be few companies able to boast, as do Birchware, that they alone have made Britain a significant exporter of a product previously almost exclusively imported". With this latest development, it looks as though Birchware have a base from which to move even further ahead.

To judge by the number of photochromic models appearing in this year's collections, they will be the "feature" of the season—and a major factor in increasing the value of sunglass sales.

One that says it all?

This right up to date style incorporates all that is happening in sunglass fashion, say Polaroid. It has lightweight metal frames, high top rim, matt black finish, low bridge and sides, super comfort plastic nose pads and special spatulate side ends for maximum grip and comfort plus Polaroid lenses (model 6430 £2.95)



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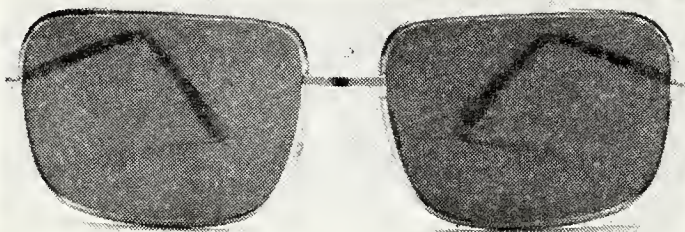
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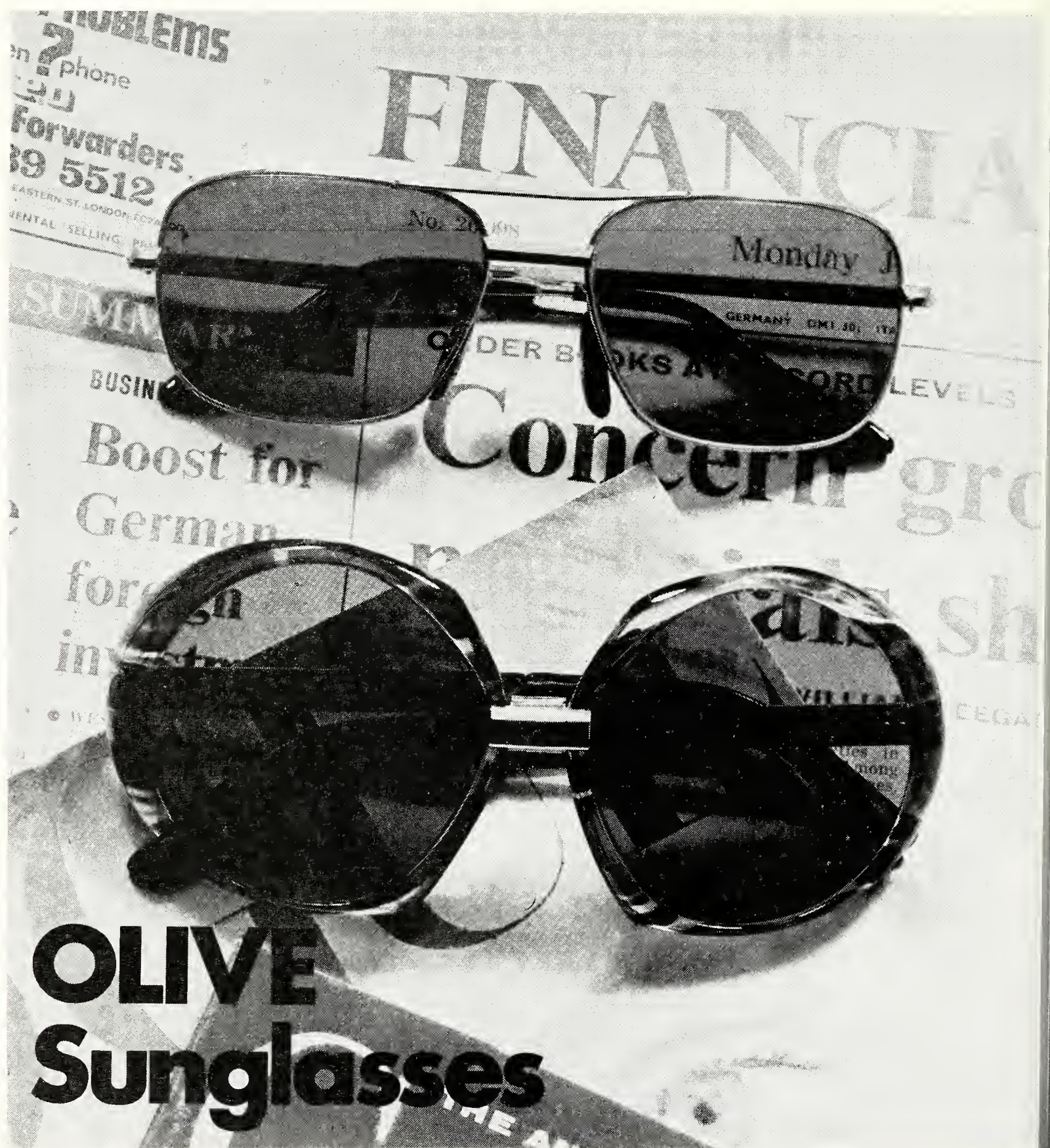
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